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PACIFIC OCEANIC FISHERY
INVESTIGATIONS

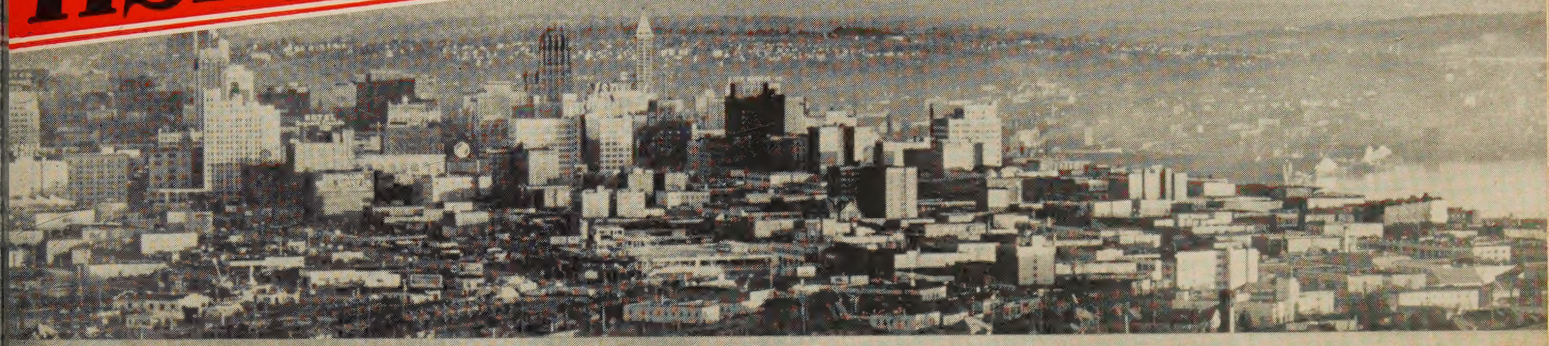
PAN-AMERICAN fisherman

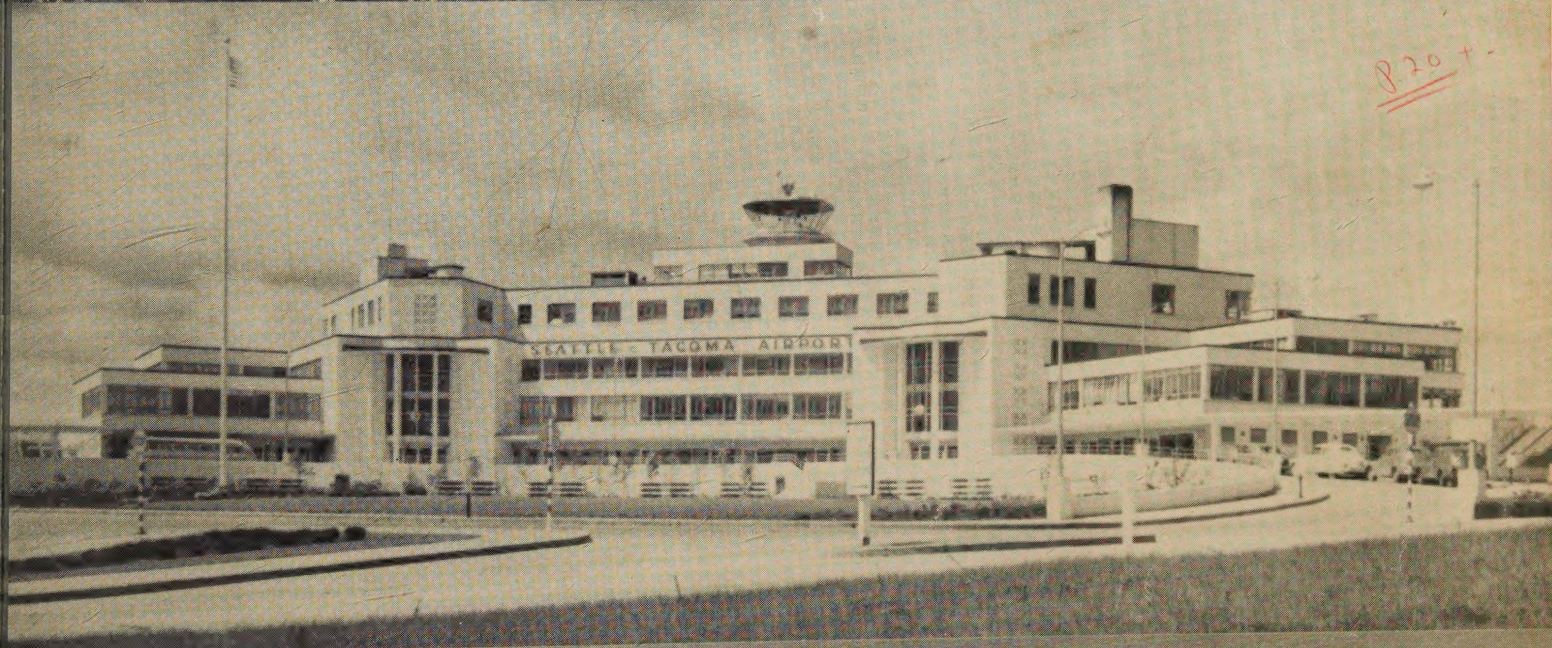
Seattle!

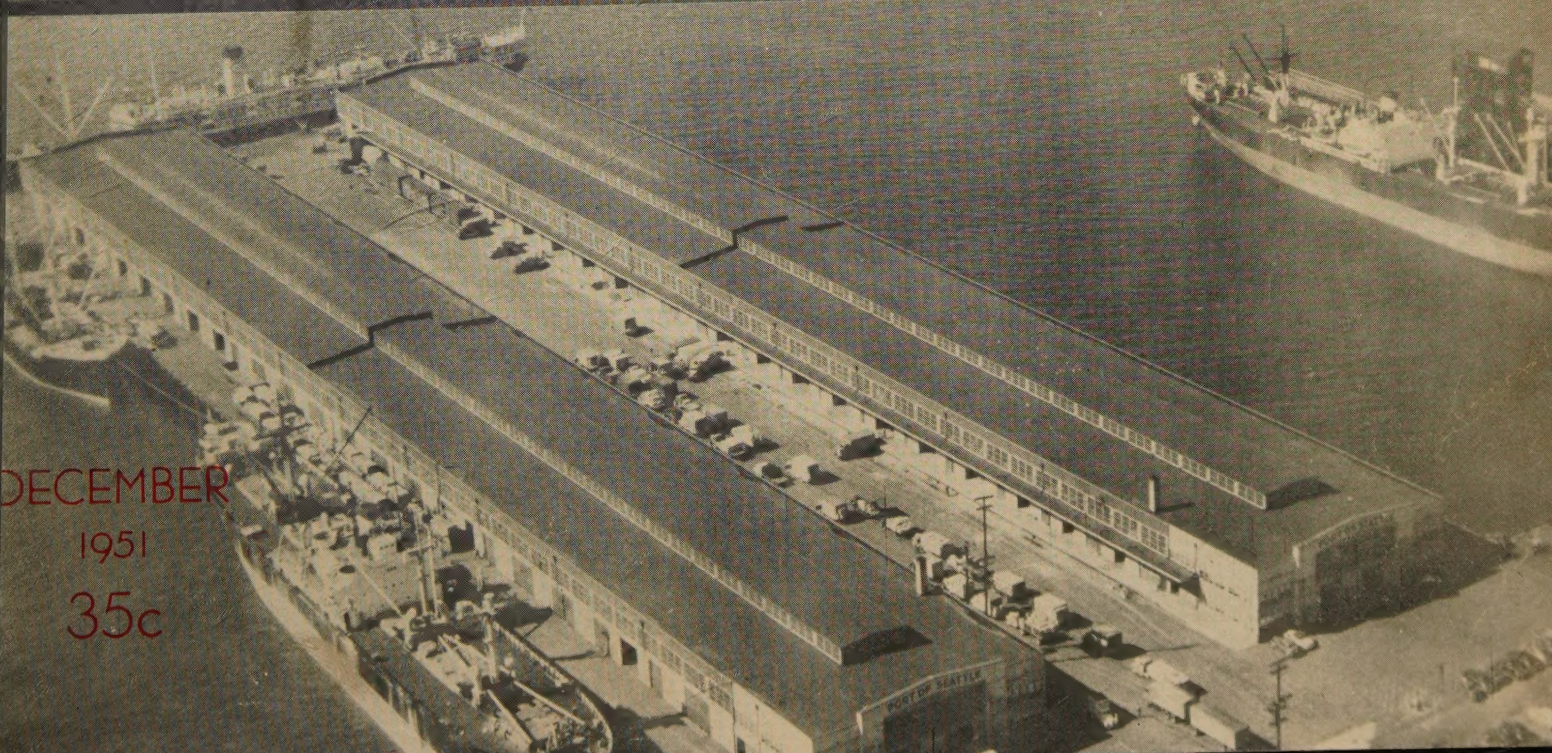
JAN 28 1952

Industrial Barometer of The Pacific Northwest

---Page 10







DECEMBER
1951
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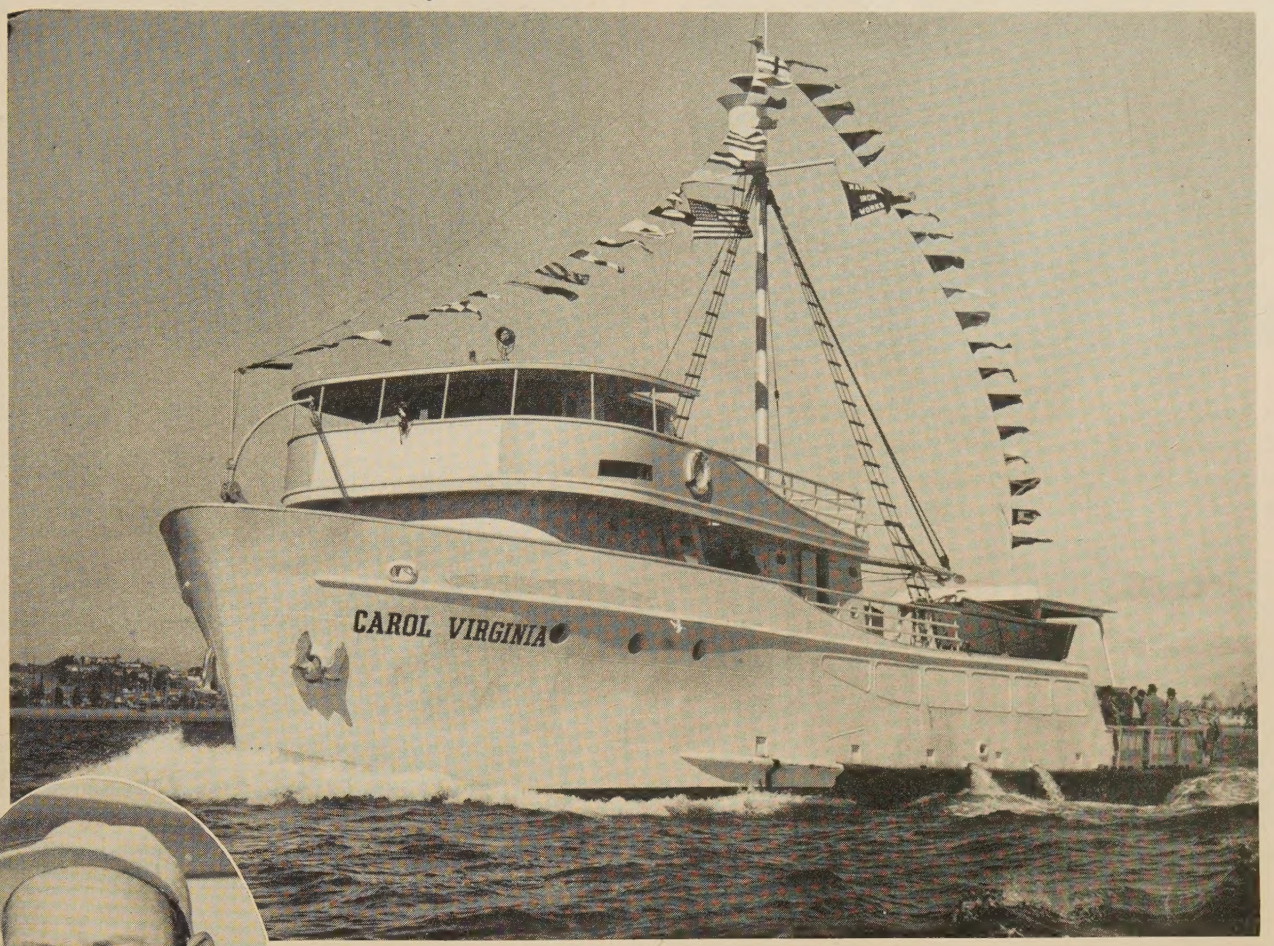

All-steel tuna clipper CAROL VIRGINIA, built by National Steel and Shipbuilding Corporation for George A. Stevens, Garnet W. Stevens and Associates.

Capt. George A. Stevens is one of the younger generation who has gained leadership in the tuna fishing industry. He is following in the footsteps of his father, John H., who retired in January of this year after more than 50 years service with the San Diego fleet.

George, now 39, came to San Diego from Long Beach, his birthplace, in 1927. He made his first trip in 1930 aboard the small tunaboat San Antonia, and later joined the crew of the San Rafael. From 1932 to 1943 he worked for a wholesale grocery firm, then returned to the sea on the Dominator under Captains George Soares and Joe Madruga. In 1946 he was made skipper of that vessel.

George, his brother Garnet (better known as Steve) and associates, teamed up to build the Carol Virginia. With George as captain and Garnet as chief engineer, this trim clipper was launched at the National Steel yards in January, 1949, and made her maiden voyage two months later.

With his wife, Loma, and their two children, the Stevens reside at 5819 Hardy Ave., College Park. The youngsters are Noel James, 13, a student at Woodrow Wilson Junior High School, and Muriel Donna, 17, a senior at Herbert Hoover High School.

BRIEF SPECIFICATIONS:

Length, Over-all ..... 115'3"	Fuel Oil Capacity....37,500 gal.
Molded Beam ..... 27'0"	Cruising Range.... 12,000 miles
Molded Depth..... 13'2"	Fresh Water Capacity .....4,200 gal.
Molded Height to Raised Deck..... 19'11"	Lubricating Oil Capacity .....1,300 gal.
Fish Capacity..... 220 tons	Crew's Quarters..... 14 men

MAIN ENGINE: Atlas 6-cylinder Imperial Diesel, single acting, direct reversible, 4-stroke cycle, 13" x 16", 315 RPM, supercharged to provide 550 BHP.

AUXILIARY GENERATING ENGINES: Atlas 6-cylinder Imperial Diesels, 94 KVA, 220 volts, 3 phase, AC generators, direct-connected, 4-stroke cycle, 600 RPM non-reversible, 112 BHP.

HULL: The "Carol Virginia" features an electric arc-welded steel hull, with a raked stem and a modified tuna vessel stern. Shell plating is 5/16" steel. Floors are constructed of 5/16" steel plate in the engine room and wherever floors are oil tight. Other floors are 1/4" plate. A 5/16" center vertical keel is provided.

NATIONAL STEEL AND ★ SHIPBUILDING CORPORATION

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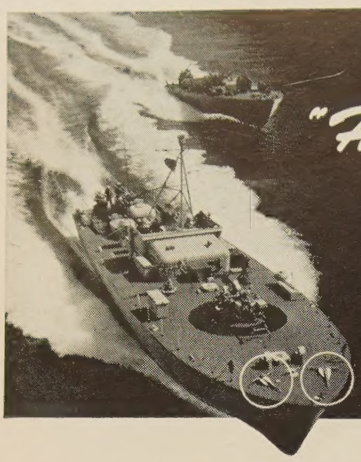

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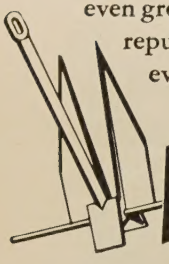

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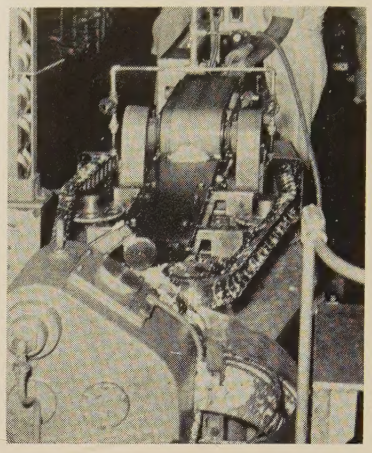

PAK-SHAPER
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These two machines are the most important advance in the rapid, mechanized packing of tuna, available to canneries today.

Proof of this statement is attested by the present use of these mechanized packers by every important canner of tuna on the West Coast.

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ENGINEERS AND DESIGNERS TO THE FOOD PACKING INDUSTRY

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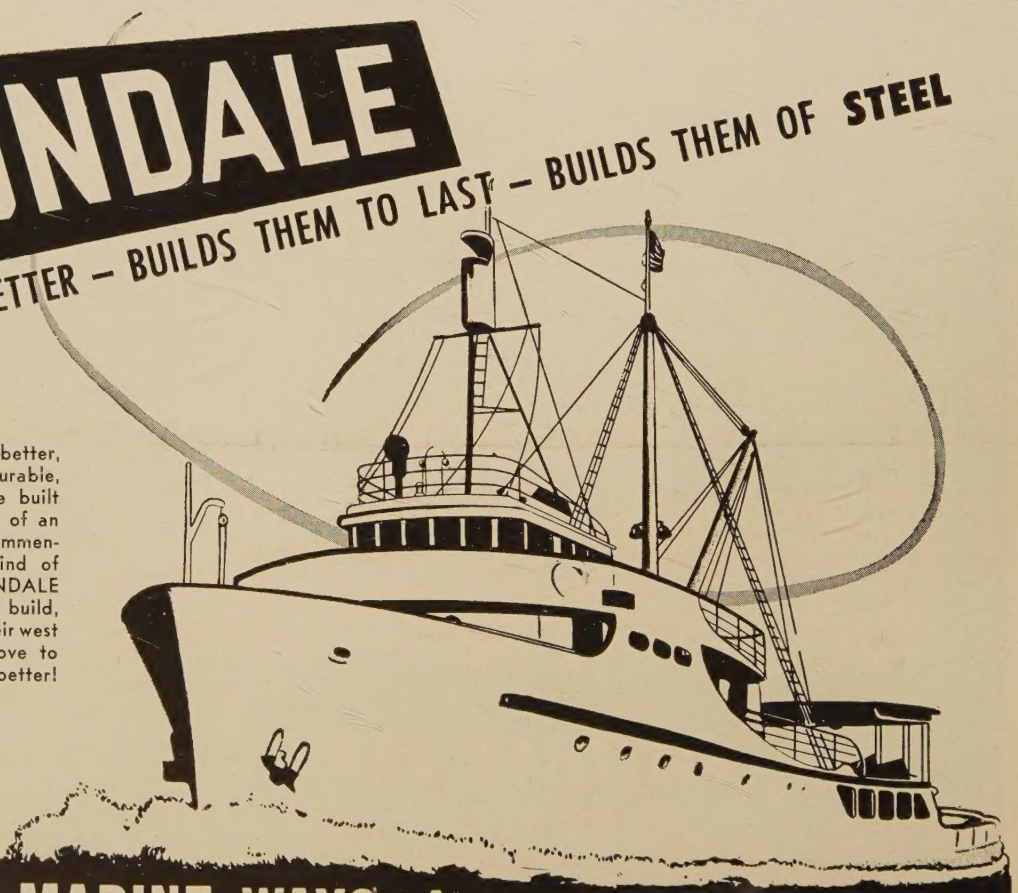


AVONDALE tuna clippers are better, tougher, more seaworthy, more durable, and longer lasting—because they're built of steel! Ask any owner or Captain of an AVONDALE-built clipper. His recommendation will be the proof of the kind of workmanship and skill that AVONDALE puts into each clipper. Before you build, consult AVONDALE engineers or their west coast representatives. Let them prove to you that AVONDALE clippers are better!

West Coast Representatives:

DRAKE & BULLEN
San Diego, California

AVONDALE MARINE WAYS, Inc. WESTWEGO, LOUISIANA

Help yourself to even better ship telephone service

For more profitable ship-shore service... for added convenience in receiving the calls which often mean more business and greater safety at sea ... here are two telephone tips:

1. Call shore at definite times every day to find out if calls are being held for you.
2. Set up listening schedule and tell those ashore best hours to reach you.

For extra convenience, install selective signalling. Then operators can dial you directly.

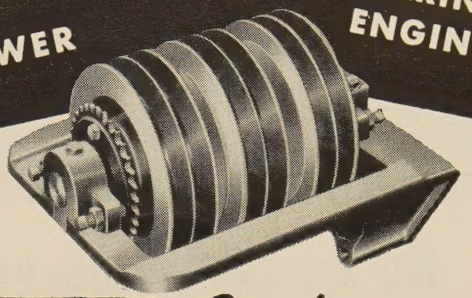
To get this free booklet, call or write Pacific Telephone in your nearest large port city.

Pacific Telephone

INSTANT *auxiliary* POWER

HANDLES ALL UTILITY POWER NEEDS FOR WORK BOATS

FITS *any* MARINE ENGINE



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On Display
GRAND CENTRAL PALACE
42nd Annual
NATIONAL BOAT SHOW
Jan. 11-19th, 1952

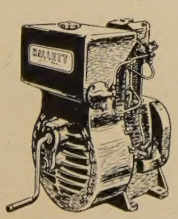
BOOTH No. 435

ALBINA ENGINE & MACHINE WKS.
2100 N. Albina Ave. Portland, Oregon

"JOHN TRU" SELECTS HALLETT

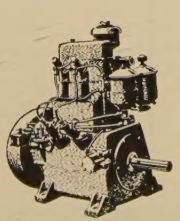
Earl Garrett's 38-foot, Kettenburg-built jig boat depends upon a Hallett Diesel auxiliary engine to operate the refrigeration system and the bait tank pumps.

Hallett Diesel Engines are first choice among fishermen who know because of their long life, economical operation, and trouble-free service.



Standard Model AC-1, 5 H.P., Air-cooled Diesel Engine

Hallett 1-cylinder, 8 H.P., Water-cooled Diesel



Hallett 2-cylinder, 18 H.P., Water-cooled Diesel

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HALLETT
MANUFACTURING CO.
1601 West Florence
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The World's Finest, Dependable Low Horsepower!

For information about Hallett Diesel Marine Engines, Auxiliary Engines, Diesel Electric Generating Sets, and Diesel Pumping Plants, see your nearest distributor or write Hallett.

STANDARD ENGINEER'S REPORT

DATA

LUBRICANT RPM Gear Lubricant (comp.)

UNIT Fishing boat "Josie Lena" - 52' 60 H.P. Atlas Diesel engine

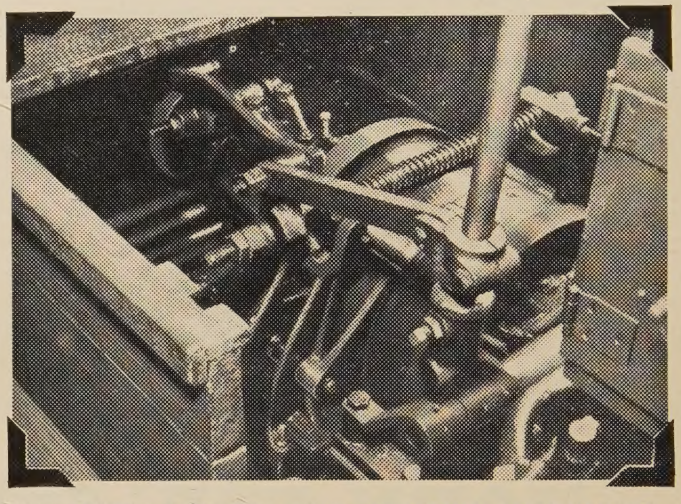
PART Reverse gear - self-lubricated

CONDITIONS Fish high seas - Albacore + shark off California + Mexico Coasts

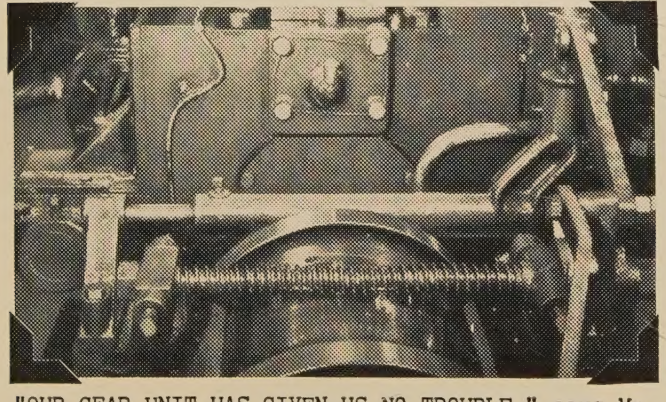
OWNER Joseph Piazza - San Francisco

No transmission gear expense in 10 years of work!

IN FOUL AND FAIR WEATHER, the Josie Lena has fished in the Pacific for 10 years. She makes regular trips around the windy Santa Barbara Islands and in the path of tropical storms down the Mexico coast.



LUBRICATED WITH RPM GEAR LUBRICANT (COMPOUNDED), not one gear in her transmission has ever been replaced and all were in "perfect" condition when recently inspected. Lubricant is drained and replaced only yearly . . . about one quart a month added.



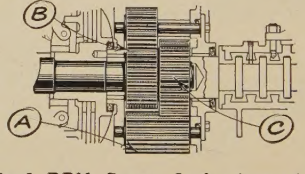
"OUR GEAR UNIT HAS GIVEN US NO TROUBLE," says Mr. Piazza, owner. "After 7 years of use we opened it up to check the cooling system. The gears were in perfect condition, so we put them all back in."

STANDARD TECHNICAL SERVICE checked this product performance. If you have a lubrication or fuel problem your Standard Fuel and Lubricant Engineer or Representative will give you expert help; or write Standard of California, 225 Bush Street, San Francisco 20.

RPM

TRADEMARK "RPM" REG. U. S. PAT. OFF

How to Cut Upkeep Costs on Self-Lubricated Marine Transmissions



Compounded RPM Gear Lubricant in marine transmissions will prevent excessive wear and loss of lubricant from leakage. It comes in viscosity grades to meet all conditions.

A. Contains foam inhibitor — prevents retention of air whipped into lubricant by gears and building up of pressure.

B. Oiliness compound helps provide tough lubricating film — withstands shock and overloads and prevents wear.

C. High resistance to oxidation prevents deposits; assures lubrication in extreme temperatures.

STANDARD OIL COMPANY OF CALIFORNIA

PAN-AMERICAN *fisherman*

NEWSmagazine of PAN-AMERICAN FISHERIES
combined with the magazine TUNAfisherman

MAIN OFFICE
205 Broadway Pier Bldg.
San Diego 1, Calif. — Phone F-7328

A Journal Published Monthly
Serving the Pan-American Fisheries

A Marine Press Publication

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Volume 6 Number 5

COVER

Bird's-eye view of Seattle (top), new Seattle-Tacoma Airport and (lower), one of big "Queen City" terminals.

•

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DOMESTIC BUREAUS
Portland, Oregon; Seattle, Washington; Coos Bay, Oregon; San Francisco, Los Angeles, San Pedro, San Diego, Monterey, California; Aberdeen, Washington; New York City; Washington, D. C.; Boston, Massachusetts.

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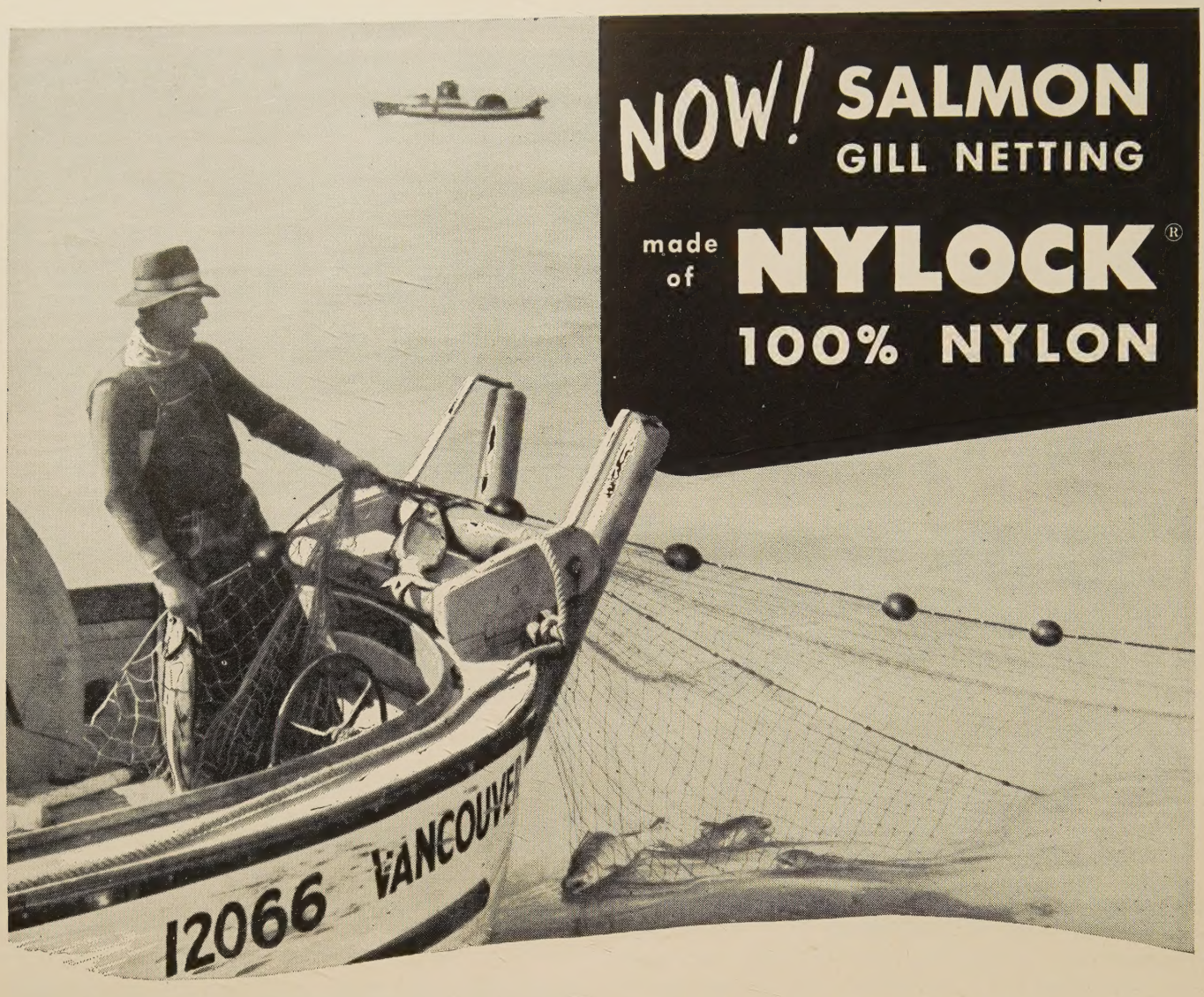

NOW AT LAST, salmon fishermen can get gill netting made of NYLOCK, the sensational Nylon twine that has revolutionized the fishing industry.

See for yourself how NYLOCK Netting increases your catch from 3 to 12 times! Drying is eliminated with NYLOCK Netting—that means that one net does the work of three. NYLOCK Netting is stronger, longer-wearing . . . unaffected by mildew, fungus growths, oil or gasoline. It's lighter, easier to handle, no preservatives are needed and it is specially treated (patent pending) to *lock* the threads together to prevent slippage.

Don't delay! For further information, write, wire or phone *today* to one of the following manufacturers who use NYLOCK Nylon exclusively for all of their Nylon Fish Netting:

R. J. EDERER and subsidiaries
540 Orleans St., Chicago, Ill.
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THE FISH NET & TWINE CO.
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MOODUS NET & TWINE INC.
Moodus, Connecticut

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Successor John S. Brooks
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WHATEVER TYPE OF GILL NET YOU USE, BE SURE TO INSIST ON NYLOCK NYLON NETTING

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BROWNELL & COMPANY, *Inc.*
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500 Fifth Avenue, New York 18, N. Y.

The GLOBE

An International News
File compiled by
FOREIGN BUREAUS
of
Marine Press Association

Brussels, Belgium.—No small fish of the type commonly known in the United States and Canada as sardines can be sold in Belgium under that name, the October 27 issue of Canadian Foreign Trade points out. Therefore, canners and exporters should keep in mind that only fish labeled with some description such as "herrings" will be acceptable for importation into Belgium.

The use of the word "sardine" in Belgium is restricted to fish of the "Clupea alosa" variety. It is reported that fish of any other type sold under the name "sardine" in Belgium are subject to seizure, and retailers, wholesalers, and importers concerned are subject to a heavy fine.

Lima, Peru.—At the Latin American Fisheries Meeting of the Food and Agriculture Organization (FAO) at Lima, Peru, September 17-22, the desirability of establishing a Latin American Fisheries Council was considered and favorably received. A form of agreement was adopted for submission to the Sixth Session of the FAO Conference to be convened at Rome in November 1951. If approved by the Conference, it will be forwarded to interested member governments for action, and if accepted by five of the member governments, the agreement will go into effect.

The Government of Brazil, Chile, Colombia, Costa Rica, Cuba, El Salvador, France, Mexico, the Netherlands, Nicaragua, Panama, Peru, the United States of America, the United Kingdom, and Uruguay, and members of the FAO were present at the meeting and agreed to the adoption of the agreement. The agreement points out that the purpose of the organization is the development and proper utilization of the living aquatic resources of the Latin American region.

The functions of the Council will be: formulating the oceanographical, limnological, biological, and other technical aspects of the problems of development and proper utilization of living aquatic resources; to encourage and coordinate research and the application of improved methods employed in fisheries research and in other fields of fisheries in every day practice; to publish or otherwise disseminate information relating to the fisheries; to recommend to member governments such national or cooperative research and development projects as may appear necessary or desirable to fill gaps in the knowledge of the fisheries; to undertake, where appropriate, cooperative research and development projects; to make plans for training of personnel engaged in fisheries research, fishing industry, or fisheries administration, and to promote the establishment of fisheries extension services throughout the region; to propose, and where necessary, to adopt measures to bring about the standardization of scientific equipment, techniques and nomenclatures; and to report upon questions relating to fisheries.

St. Johns, Canada. — The Canadian Government has recently decided to make deficiency payments totaling almost C$1,000,000 to Newfoundland fishermen on their 1950 catches of certain types of fish, according to a September 21 American consular dispatch from St. John's. Deficiency payments will be made directly to about 20,000 Newfoundland and Labrador fishermen. It will be recalled that 1950 was a year of low fish prices. The Dominion Government now proposes to pay C$1.30 per quintal (112 lbs.) on 645,000 quintals of Newfoundland shore-caught cod and C$80.85 per quintal on 51,000 quintals of Labrador semi-dry cod. The deficiency payments of C$1.30 per quintal will apply uniformly to all grades and sizes of Newfoundland shore-caught cod sold at various prices. The payments of C$0.85 added to the support price of C$7.00 will result in a price of C$7.85 to the Labrador fishermen for their semi-dry cod.

It was also announced that there is no reason to give Federal assistance under the Fisheries Prices Support Act for the 1951 catch since improved market conditions appear favorable this year.

Jan Hayen, Norway. — Along with the herring studies being carried on by the Norwegian fishing research vessel G. O. Sars, the vessel attempted to fish for cod with float lines from north of the Faroe Islands northward to Jan Mayen.

So many cod were caught on the float lines that there is reason to believe, that, in addition to an oceanic fishery for herring, there can also be developed a substantial cod fishery. Apparently a large number of cod follow the herring in their wanderings over the ocean depths. The fishing tests yielded one cod for every five or six hooks, a result which is seldom achieved in the bank fishery. The quality of the cod was as good as it possibly could be. They were exclusively large fish, about 39 inches long or longer. The trial fishery for cod has been most promising, but naturally must be confirmed by further tests before a pelagic float-line fishery for cod can be initialed.

The G. O. Sars returned to Bergen in early September after surveying the herring fisheries in the Norwegian Sea, Iceland, and Jan Mayen. Fishery Scientist Finn Devold, in an interview reported in the September 5 issue of Fiskaren, a Norwegian fishery periodical, reported that the herring fishery at Jan Mayen had not been as extensive as expected. There probably was no shortage of herring, but fishing operations at 71°N. latitude were hindered by bad weather and the long light nights.

Tokyo, Japan.—A small, short-term, Japanese mothership-type tuna expedition will operate in the waters adjacent to the Trust Territory Pacific Islands during the period September 11-October 13, 1951. Area of operation will be from 3°-5°N. latitude and from 150°-168°E. longitude.

This expedition will consist of a mothership, the Tenryu Maru, of 557 gross metric tons, two 5-ton dory-type catchers carried on the deck of the mothership, and two catchers of the 170-gross-ton class.

The expedition has been designated the ninth and will be attached to the eight tuna expedition for administrative and control purposes.

EDITORIALS

The New Panamanian Fishing Decree:

(The following new fishing decree issued by the Panamanian Government, courtesy of our good friend, Mr. Paul A. Sullivan of Sullivan Steamship Agencies, Balboa, Canal Zone, is printed this month in lieu of our usual editorial for reasons of its importance. It actually is a "must" for all fishermen, and reprints are available at *Pan-American Fisherman* magazine offices, 205-206 Broadway Pier Building, San Diego, California.)

•

Decree No. 216—October 27, 1951

Whereby the fishing for bait by ocean going boats are regulated in the jurisdictional waters of the Republic of Panama, off the Pacific coast and which abolished decrees No. 408 of April 27, 1946, No. 6 of Jan. 13, 1949, No. 108 of Jan. 18, 1950 and No. 150 of April 1951 and extends decrees No. 119 of 1933 and No. 107 of 1950, which regulates fishing in general.

The President of the Republic of Panama

Exercising his duties and especially by virtue of authorities conferred on him in article No. 237 of the National Constitution and in article No. 244 of the Fiscal Code, after obtaining a favorable opinion from the council of ministers.

Whereas

1) That it is necessary to protect marine life for bait, in safeguarding our fishing industry and in benefit of the small Panamanian fishermen.

2) That it is the right of the National Government to dictate means which will regulate social justice and public order of a retroactive character in accordance with article No. 44 of the National Constitution and

3) That not having the effective means to vigilate the activities of bait fishing.

Decree

Article 1) The fishing for bait by ocean going boats shall be permitted only in the jurisdictional waters of the Republic of Panama, within the limits of the continental underwater platform, on the Pacific coast, situated South of eight degrees and thirty minutes (8° 30′) North latitude and not included within special contracts celebrated with the Nation.

Article 2) The owners or representatives of boats dedicated to this sort of fishing must obtain an annual patent, that will be issued by the Ministry of Agriculture, Commerce and Industries and of the navigation permit which the Ministry of Finance and Treasury issues in these cases.

Article 3) The application for fishing patent must be made on stamped paper (first class) and must contain

a) The name, nationality, port of origin, displacement, capacity and date of construction of the boat.

b) Class of fish for which bait is needed and description of colors of banner or any distinguishing insignia of the fishing enterprise.

c) Name, nationality and other identifications concerning the captain and crew, who must bear the fishing carnet that is issued by the section of Mines and Fisheries of the Ministry of Agriculture, Commerce and Industries and attach to their application a photostatic copy of the registry of the boats and a sworn declaration of the captains stating that the bait fished for in our waters will be used only by the respective boats for the fishing of tuna and in no other commercial plan.

Article 4) The revenue that will be paid by foreign ocean going boats dedicated to fishing for bait in our jurisdictional waters, off the Pacific coast will be established in accordance with net tonnage of boats in the following manner:

Boats under 25 tons	450.00
Boats of more than 25 to 50 tons	600.00
Boats of more than 50 to 100 tons	900.00
Boats of more than 100 to 150 tons	1,000.00
Boats of more than 150 to 200 tons	1,500.00
Boats of more than 200 tons	2,000.00

PARAGRAPH — This payment shall be made annually and at the time of application, for the receipt of this deposit must be presented to the Ministry of Agriculture, Commerce and Industries, without such requisite the patent will not be issued.

Article 5) From the year 1952 on, the fishing for live bait by ocean going boats will be permitted only within the following period 15th February to the 31st of October of each year, fishing will be prohibited during the other months of the year.

Article 6) It will be prohibited to kill, mutilate or render useless in any form, species of fishes that are trapped in the nets of bait fishers, that are not useful for this end. The captains or representatives of boats will see that all fishes trapped and are not useful as food to the crew be returned alive to the sea. It is also prohibited that the crew or representatives of these boats sell any fishing products within the limits

(*Continued on page 28*)

PAN-AMERICAN
fisherman
NEWSmagazine of PAN-AMERICAN FISHERIES

EBB 'N FLOW

DECEMBER
1951

"DARK VICTORY"

CHRISTMAS WOULD BE A BUST

Standstill:

Despite the sweat, blood and tears of Rep. Clinton D. McKinnon, Harold Cary, Dr. Wilbert W. Chapman, et al, the victory in the House of Representatives looked a bit hollow as of December. The sledgehammer blows of foreign imports had taken their toll. The developments:

Twelve hundred San Diego fishermen and 2500 cannery workers will be unemployed during December as a result of virtual closing to clippers of the port's five canneries, according to Lester Balinger, secretary of the Cannery Workers & Fishermen's Union (AFL).

"This is going to be the worst Christmas season in the half-century history of the San Diego tuna industry," said Balinger. "I see no hope for improvement with the present depressed market and until the canneries clear the huge inventories that have resulted from the importation of canned, frozen and brined tuna from Japan and other countries. Make no mistake about it. The tuna situation here is critical."

Officials of the American Tunaboat Association, to a great extent, shared Balinger's views.

"As of right now San Diego is no longer the tuna capital of the world," declared Harold Gary, association manager. The association has been advised that many of the vessels of the local clipper fleet will unload their catches at San Pedro and Long Beach canneries after their return from the fishing banks in December and January.

The Van Camp Sea Food Co.'s local cannery ceased operations after unloading and processing of 200 tons of tuna from the clipper *Sunset*. Glen Copeland, plant manager, said it may be from two to four months before operations are resumed, although he explained that market conditions may abruptly change the present outlook.

Copeland said 27 of the company's clippers are at sea and that more may sail, under the company's rotation plan, in the period extending to New Year's Eve.

Company's clippers now on the southern fishing banks include the *Anna M, Aztec, Cal, Clara Marie, Daiho II, Deolinda, Electra, Elena, Espirito Santo, Favorite, Frances Marie, Invador, Lady Ann, Lusitania, Marie Louise, Mary C. Canas, Mary E. Petrich, Monarch, Mondego, North America, Oceana, Sea Lion, Senator, Santa Helena, Sun Venus, Venetian* and *White Star*.

Only three of these vessels, the *Deolinda, Senator* and *Monarch*, are due to return before Christmas but their catches will not be unloaded here.

Fleet in Port:

The entire fleet of the Westgate-Sun Harbor Co. is in port and officials announce there are no plans to send any of the boats to sea before New Year's. Even if part of the fleet were released in January, it would be late February before the big cannery could resume packing operations.

The West Coast Packing Co. and the California Tuna Canning Co. have been idle intermittently for months. Executives of the two canneries reported there are no immediate plans for sending to sea any of their clippers, some of which have been in port since July 16.

Cary

"Worst Christmas in half-century of San Diego tuna industry."

The High Seas Tuna Packing Co., of Roseville, an affiliate of French Sardine, is sending the clippers *May Queen* and *Liberty* to Terminal Island to unload the tuna in their fish wells. No vessels are due and this plant has virtually ceased operations, except for handling of catches of a few small boats.

Officials pointed out it may be long after Christmas before an agreement is reached with Japan on the proposed fisheries treaty which it was hoped would protect the fishing fleets of the United States and Canada.

Donald P. Loker, general manager of the High Seas Tuna Co., one of three Pacific coast fisheries experts sent to Japan for the treaty conferences, sent word that no agreement may be reached for several weeks.

Loker, who left here Oct. 26 for Tokyo, hoped to return by Christmas. Loker is insisting that the treaty embody restrictions that will protect, in a large measure, California's tuna industry.

Local cannery officials learned yesterday that the Food & Drug Administration had condemned 2500 tons of imported Japanese frozen tuna at Seattle. Government food inspectors said the fish were decomposed and unfit for canning. This is the third time in as many months that imported tuna from Japan has been condemned at Seattle and Astoria.

American Tunaboat Association officials requested Congress to allow the association to present arguments during a forthcoming hearing on a proposed import tariff on tuna.

Most of the tuna fleet has been tied up several months because of large imports of duty-free fish from Japan and Peru.

The Senate Finance Committee is scheduled to hold hearings in January on a House-approved bill that would levy three cents a pound duty on tuna.

Rumors have been circulating among West Coast fishermen that the U. S. State Department may step into the tar-

(*Continued on page 27*)

Panorama
Aerial view of portion of Greater Seattle waterfront.

Seattle!

Named for an Indian chief, the "Queen City" is the heart beat of the Pacific Northwest

by JOHN SPRINGER

PART I:

HROWNED upon from the West by the heavily-timbered Olympic mountains, and on the East by the wild, broad-bosomed Cascade range, the world-renowned port of Seattle, Washington, enjoys a reputation that is unique in the histories of American seaports. Probably no port extent in the Continental United States can justly make claim to such single-handed contribution in the development of so large an area. Indeed, it is safe to say, perhaps, that the growth of Seattle's sprawling port has acted as a barometer for the progress of the entire Pacific Northwest, which embraces, broadly speaking, Oregon and Washington.

In brief, Seattle has been in the past, as it is today, the sole export-import outlet of any size immediately available to both. Export-import means economic health, and these States produce plenty of timber, agricultural products, cattle, hogs and poultry for foreign consumption. As a single example, it is interesting to speculate on what the economic status of conservative Oregon, with its lone "big" city, Portland, would be today, were it not for the progressive influence of Seattle's roaring port. Although parts of Oregon border the Pacific ocean, the State has no port of any significance, nor is it likely to have one, all aspects considered. Seattle's plunging aggressiveness in this respect, therefore, represents industrial plasma to Oregon, as well as to the far-flung agricultural and timber producing centers of Washington State itself.

FROM a geographic standpoint, the port of Seattle, or more specifically, Elliott Bay, is a natural. For one thing, the port is protected from prevailing winds, and enjoys moderate weather the year around, thus guaranteeing speedy, uninterrupted shipping service. It is 125 nautical miles from the Pacific ocean, with waters from the harbor singularly free from navigational hazards. The entrance to the ocean takes place at the Straits of Juan de Fuca, and is 15 miles wide at the "mouth." The width of the channels to the Straits, moreover, is from three to 15 miles, and from 25 to 150 fathoms deep. Although the area has seen cold weather, and certainly it is a favorite dumping spot of the rain gods, the climate generally is mild, and no ice ever has formed on Puget Sound or adjacent areas.

The port consists actually of two harbors, and therein lies an element envied by many a sister waterfront. That is to say, Seattle has both salt and fresh water harbors. The fresh water variety consists of lakes Washington and Union, including a slice of Salmon Bay above the Lake Washington Canal Docks. The lakes are connected by the canal, which joins them to Puget Sound. It is 8 miles long. This harbor is 51.07 square miles long, and has a shore line of 139.52 miles.

The salt water harbor means Elliott Bay, the East, West, and Duwamish Waterways, and sections of Puget Sound. Elliott Bay is the scene of Seattle's principal shipping activities, a body of water, extremely deep, encompassing about 3,800 acres. The total salt water harbor area covers 5,299 acres, or 8.28 square miles. Shore frontage involves something like 53.28 square miles. The city itself has 194 miles of waterfront area.

Dotting the shores of Elliott Bay and those of the three waterways leading from it, are 80 terminal facilities of various types. Shipyards, ferry terminals, oil docks, fuel bunkers, miscellaneous floats, fireboat stations, industrial plants and Army and Navy depots account for 52 of these. Twenty-eight are terminals utilized for general commerce.

The port is served by close to 100 ocean steamship lines, covering areas throughout the world, and nearly half of the "Queen City's" income is derived in one manner or another, by virtue of her waterfront operations. Majestic greyhounds of the sea, plying their trades in and out, carry everything from hobby horses and skip ropes for kids in South America, to cocoa and iodine for kids in North America. Royal Mail Lines, American Hawaiian, Java Pacific, Luckenbach, Moore-McCormack, Holland-America and many others, all contribute to the economy of those who live on the city's seven hills.

PETROLEUM concerns have found Seattle a convenient spot from which to operate, and piers and facilities for bunkering, loading or discharging tankers crowd the shoreline. Seattle's drydock facilities are among the world's finest. Todd-Seattle, a huge marine repair plant, equipped to cope with vessels up to 16,000-ton capacity; the Lake Union Drydock Company, Puget Sound Bridge and Dredging Company and Commercial Ship Repair are among the top firms engaged in this business. They are far from going broke, as nearly 32,000 small craft alone are registered in the Seattle area. This constitutes the second largest registration of its kind in the nation, falling just short of New York's all-time high. So far as *per capita* ownership of small boats is concerned, however, Seattle leads the nation. This means, in reference to drydock operation, money in the bank. The city can rightfully boast of possessing some of the finest yachtsmen in the world, and Seattle's fresh water harbor is, of course, heaven-on-earth to amateur sailors interested in keeping their craft sleek, trim and free from barnacles and other ocean parasites.

Currently, Seattle, a city of 460,000, ranking eighth in the nation for the volume of commerce that flows through its harbors, is celebrating its port's Centennial. One hundred years ago the little brig, *Lenora* pulled away from Elliott

Fishing Terminal

Port of Seattle's Salmon Bay Fishing Terminal. Slated to undergo face-lifting.

Bay, carrying a cargo of fir piling for San Francisco.

Today, a municipal corporation, formed in 1911, possessor of a Foreign Trade Zone permit, located in a spot which guarantees the "fastest, shortest route to the Orient, Far East and some parts of Canada," this "Gateway to Alaska" still is expanding, and, in so doing, it is spending money like a tool plant publicity man.

CHIEF among the newest expansion projects are the $11,000,000 Seattle-Tacoma International Airport, and the $1,000,000 expansion program now underway at Salmon Bay Fishing Terminal. These expenditures, however, represent but a drop in the bucket. Plans for future improvement call for an outlay of a cool $20,000,000. Completion of the new airport will give Seattle a total of five transcontinental airways. When the project at Salmon Bay is declared *fini*, it will mean additional facilities for the salmon fishing industry, one of the most fabulous of its kind in the world.

The story of the Salmon Bay Terminal is a rousing yarn in itself. It covers almost 40 colorful years of Seattle's maritime history. The first important development on what is now the lake Washington Ship Canal took place in 1912, and the event marked the acquisition by the port of property at Salmon Bay. Shortly thereafter, fill work and general rehabilitation got underway at the site, and the first net shed and a small pier was set up later. A bulkhead line was established in 1915, and construction was completed on a 260′ x 500′ pier, as part of the port's revamped plans for the overall development of the Bay. During this interval also, work was started on the Government Locks, and before the Federal Government could control the influence of salt water an invasion by *teredos* destroyed the outboard 140 feet of the pier.

Salmon Bay's status, from 1915 until the beginning of the first World War, remained, so far as installations are concerned, unchanged. With the war coming steadily closer to American shores, however, it proved a valuable site for construction of wooden ships, an operation that was carried on all during the war.

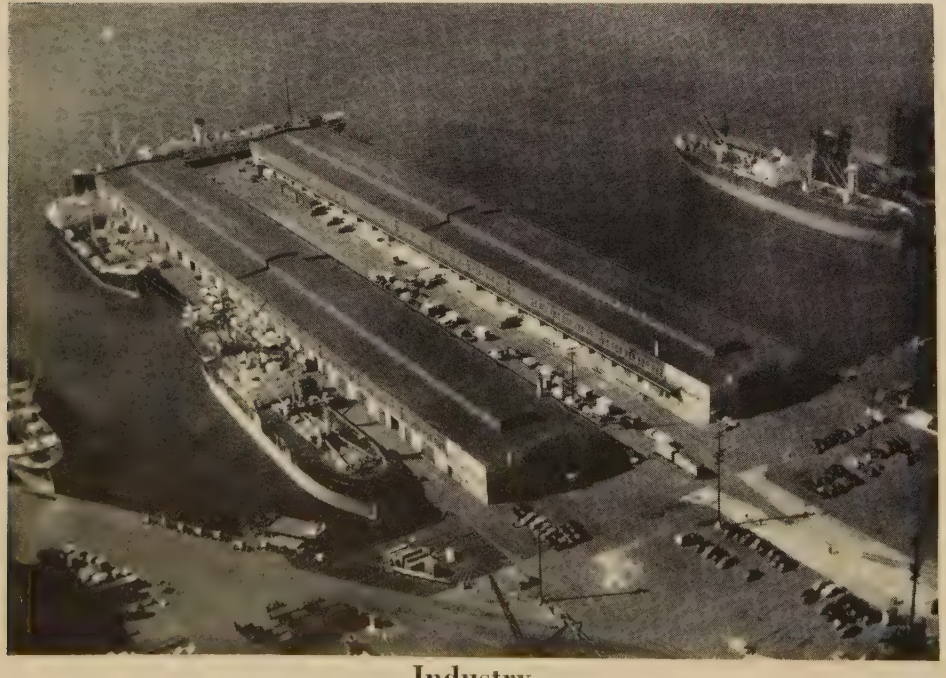
The Terminal reverted to its pre-war status following the vessation of hostilities, and remained that way until the middle '30's. Up until 1930, moorage facilities were nominal, and, for a number of years, created an operating loss. The Terminal's worth then, of course, a snow, lay not in its ability to show a yearly profit, but rather in its role as headquarters for an industry which contributes millions of dollars annually to Seattle's economy.

THE current major development of the Terminal began in 1934, when Port Commissioner J. A. Earley first had visions of an overall expansion program designed to keep its facilities in step with the rapidly-growing, vital fishing industry. In 1939, with the construction of one new net shed and the installation of sawtooth mooring piers, things began to pop. These latter, unique among piers of any nature, were designed by the port's engineering staff, under the direction of Chief Engineer George T. Treadwell. Their installation attracted such national attention that the form, or design, is being copied by major fishing terminals in many sections of the country. In 1948, voters approved a bond issue of $1,750,000 for the total improvements. Next year will see their completion, and, when this happens, the West Coast will be treated to an industrial extravaganza of concrete dimensions.

President

E. H. Savage, Port of Seattle Commissioner.

Providing accommodations for 500 fishing vessels at present, the Terminal's face-lifting is set up to permit 1,000 vessels, of the type that plumb the waters from the Bering Sea to Mexico. More, additional facilities for drydocking, painting, outfitting and repair-maintenance will be erected, and the tourist, or ordinary sight-seeing Seattleite has come in for a chunk of consideration additionally. Cafes, lunch rooms, chrome-and-leather cocktail lounges, recreational departments, a museum of sea life and accommodations for boating addicts will be provided. Whether or not the Gray Line organization, which operates a water tour, or "rubberneck cruise," will find business, as the result of the expansion, so good that it justifies a companion vessel to the *Sightseer*, a steamship that cruises the port area and the two lakes, is anyone's guess. At any rate, the company, which sends its vessel twice daily from Colman Dock at the foot of Marion Street through the canal to lakes Union and Washington, has been operating for years in the finest tradition.



Industry

One of Seattle's 80 terminals.

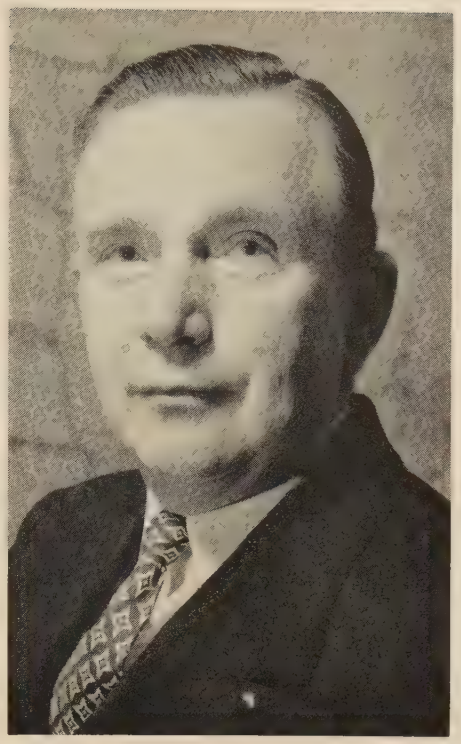
Certainly Captain George Vancouver, the British explorer who sailed his ship into the tree-fringed, sheltered harbor in 1792, was bent on little more than sight-seeing. His log, at any rate, did not show any recommendation that his country invade the area. In fact, the bewhispered adventurer seems to have done little more during his visit than hand an Elizabethan razzberry to the natives, cut a spar from a Douglas fir and clear out. But surely this theft of United States property posed an augur of what was to come.

Seattle, named after a nondescript Indian chief, was practically raised on timber. Blessed today with a lumber industry that has been the subject of both fact and fiction in countless chronicles, Washington State's limitless timberland gave Seattle's port its start in life. The first waterfront furniture, such as wharfs and piers, came from Seattle's surrounding forest millinery, and timber also was the first article to be shipped from the city's port. The colonization, and subsequent development of Seattle, is a rip-roaring, Jack Londonish yarn, spiked with hardship, sacrifice, heroism and, in the finest American tradition, skullduggery.

It was the day of the pioneer, 1851.

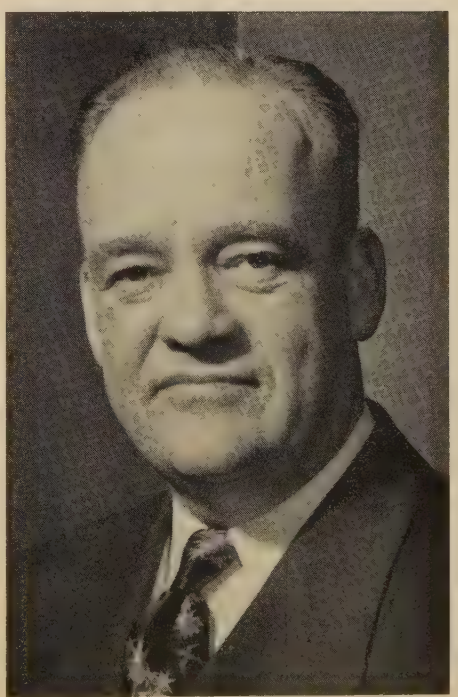
THE *Exact*, a cumbersome craft that would not be considered good driftwood today, blundered into the quiet waters of Seattle's harbor with a boatload of settlers aboard. The usual scurrying about for housing locations followed, and this, in turn, was followed by the usual scrabbling for crop-producing land. In the meantime, the pioneers lived off what they had brought in the way of food; several men owned firearms, and they provided the community with rabbit, squirrel and an occasional deer. Fish abounded in the adjacent waters, and some of it was dried and salted away as insurance against the winter. A haphazard anchorage was run up in the Bay, and, one day, Seattle as a port, was born. The brig, *Lenora*, tacked in, and her skipper announced that piling was needed in San Francisco, which would bring, in return, cloth, whisky, tobacco, flour and other commodities. Both settlers and crew members, as the result, began cutting Douglas fir, and shaping it to fit, roughly speaking, the average San Franciscan's idea of piling. Then one day, loaded with the logs, the *Lenora* sailed for the Golden Gate. In due time she was back again, with a satisfactory cargo of foodstuffs and other supplies.

THE event gave impetus to an already warm enthusiasm formed by the settlers for their new community, and, within a short time, a group of wild-eyed civic boosters was formed. While



Veep

Vice-President Radm. Gordon Rowe, Port of Seattle Commission.



Secretary

Clarence H. Carlander, Secretary, Port of Seattle Commission.

the names of these men and women are not known specifically, their accomplishments are. Today's high-octane Chamber of Commerce in Seattle could hardly have had a better pattern to work from. The hue and cry of the Seattleites reached such proportions, in fact, that word of the area's Utopian potentialities startled even Portland, from its characteristic lethargy. Whole families abandoned the Oregon village and moved to Seattle, within two months of the *Lenora's* return. One of them was the late Henry Yesler.

Yesler, among other testimonials to his enterprise now existing in Seattle, has had a street named for him. It's called Yesler Way, and it ends against a pier on the waterfront. An office building now identifies the spot where he launched one of Seattle's greatest industrial exports: lumber.

Hard-headed, a good businessman and a terrific worker, even in an era that considered a day's work as beginning at dawn and ended at sunset. Yesler built a sawmill and lumber yard and soon was doing business hand-over-fist. His sawmill, steam-operated, boasted a daily capacity of 14,000 board feet by 1853, and this, which was mostly piling and squared timber, he feverishly exported to San Francisco. Soon the return cargo began to accumulate, and, in the wake of this, there sprang up Seattle's first mercantile establishments, the forerunners of Seattle's modern-day merchant princes.

But events were to transpire yet faster, as a consequence of Yesler's business acumen. Catching up a bit on his export business, he began turning out what passed then for finished lumber, and this, which went into the building of homes and shops, was snapped up by the settlers almost before his saws had mutilated it. Other California cities, moreover, soon got into the swim with San Francisco, and, within the space of a few years, more cargo ships to handle Seattle's growing lumber exports were indicated. Soon these craft started visiting the community in increasing numbers.

IT was about this time also when the settlers, several hundred of whom lived in, or near, Seattle, started an uproar for steamer service. It was getting too tough, they contended, to row a boat in order to visit friends, or paddle a canoe for a mile when they wanted to trade or shop in the Puget Sound area, or *vice versa*. This was a modern age, they indicated; Seattle should be a modern city, and what was wrong with having steamship service? In the Fall of 1853, they got their wishes.

(To Be Continued)

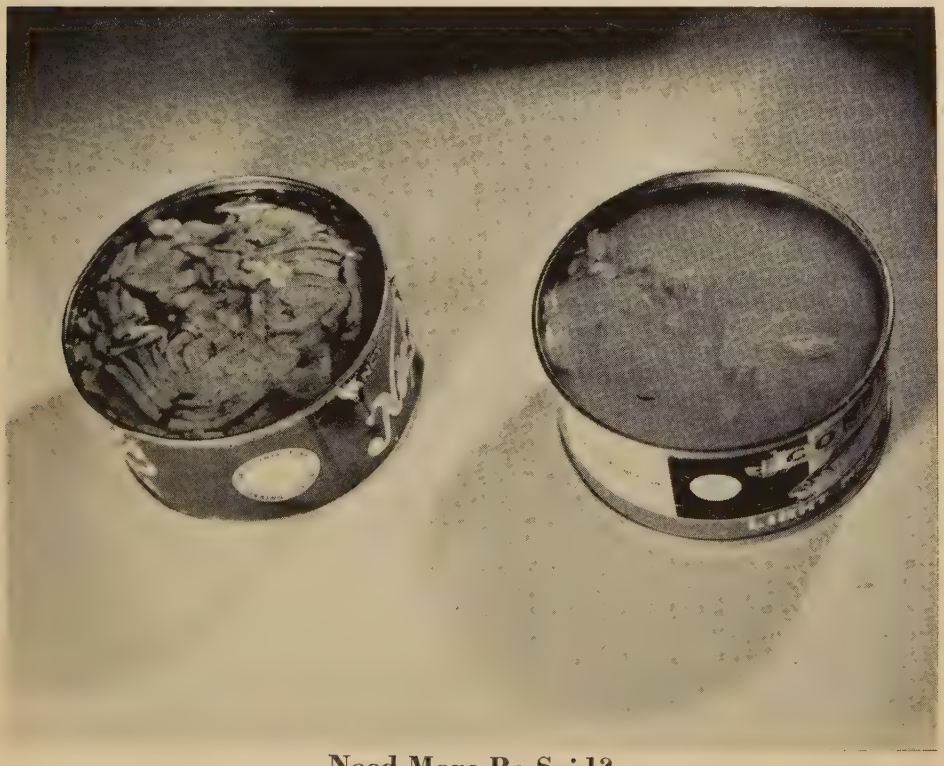
TUNA — IN BRINE

by DR. W. M. CHAPMAN

TUNA in brine is on the tongue of everybody involved in the tuna industry of the United States, whether he be fisherman, cannery worker, boat owner, canner, broker, or retailer. All hands believe that tuna in brine is a major and possibly crucial threat to the United States' tuna industry.

What is tuna in brine? Where does it come from? Why has it suddenly become a threat to the tuna industry? If the United States' consumers want to buy tuna in brine, why don't United States' canners pack it and sell it?

TUNA in brine is, at one and the same time, both a new product, and an old process. Until the current year tuna in brine was not a commodity which entered into the world market or which was available on the canned food market of the United States in any considerable quantity. However, the process is a very old one. Canning in brine is one of the oldest methods of packing fish. Nearly all of the salmon pack and a good deal of other packs of canned fish, such as herring, sardine, anchovies, and bonito are customarily put up in brine only. The process has not been used commercially to any extent in canning tuna for the simple reason that consumer's don't like tuna in brine as well as they do tuna canned in oil.



Need More Be Said?
Left, American-packed tuna in oil. Right, Japanese tuna in brine.

Tuna is by nature a dry fish as contrasted with such oily fish as herring or sardine or salmon. Furthermore, the natural oils of tuna are particularly tasty as are the natural oils of salmon, which carry a great deal of what the consumer thinks of as the natural salmon taste. In the precooking stages, which all tuna goes through before being canned no matter how the product is put on the market, the greater part of the rather small, natural content of oil in the tuna is purposely cooked out. The product, at this stage is as nearly free of oil as is convenient to get it.

After the choice meat is picked from the precooked tuna carcass and placed in the can, it is necessary to put some liquid carrier in the can so that the meat will not be scorched in cooking and so that the product will be moist and tasty when the can is opened some weeks, months, or even years after the can is finally processed. A great many such carriers available are customarily used in canning fish products. Nearly all of them have been tried by tuna canners in this country, both alone

• Here is another expert fisheries analysis by the noted biologist, Dr. W. M. Chapman, Director of Research, American Tunaboat Association, San Diego, California.

and in various mixtures, in order to find out just exactly what type of carrier makes a product which is most agreeable to the taste of the United States consumer.

THE simplest of these carriers is just plain distilled water. This gives a product which is very low in salt content and is also very low in fat or oil content because of the natural dryness of tuna flesh, and the precooking of tuna before canning. This product is widely sold as dietetic tuna and is particularly valuable to persons who need to have in their diet a high protein element but need to have their diet as free as possible from salt and fat. While this product is exceedingly useful for people having special dietary necessities because of physical disorders, it does not meet the taste requirements of the average consuming public. It is flat and dry to the taste.

The next most simple carrier is water with salt added, or brine. This makes a very good looking pack but it suffers from two faults: The brine toughens the individual fibers of the tuna flesh and makes them more or less rubbery. It is not possible to get tenderness back in the flesh just by adding mayonnaise when the can is opened. Secondly, the tuna flesh is left very dry because it is almost completely free of oil. Therefore, mayonnaise or some other oily substance has to be added to the tuna after it is taken out of the can in order to make the product palatable.

A good many other types of carriers are used in canning fish and nearly all of these have been experimented with by United States canners of tuna. Among these are mustard sauce, tomato sauce, various mixtures of spices, etc., but the carrier that has proven indisputably to be the most desired by the United States consumer is a bland salad oil. This high quality salad oil, when added to the can before the final cooking stages, has the following beneficial effects: Under the heat involved in the cooking stages the salad oil penetrates readily into the innermost fibers of the tuna flesh in the can. It restores the natural oils of the tuna flesh which were removed in the pre-cooking stages with oils which taste much better than the original ones. It makes the tuna flesh flaky and of tender, natural texture. It brings out the naturally delicate aroma and taste of the tuna. It is not possible to duplicate these advantages by adding cold salad oil to an opened can of dry tuna; the salad oil will penetrate and give these beneficial effects only under the heat and pressure of canning.

So far as the canner of tuna is concerned, he has always two principles in mind. His product must have the widest degree of acceptability to the consumer at the lowest possible cost. Since elaborate taste tests have determined that tuna in oil is the most acceptable canned tuna product to the United States consumer, the canner asks of himself then whether he could put out tuna in brine at a sufficiently cheaper price so that he could overcome the preference of the consumer for tuna in oil by making the tuna in brine sufficiently cheaper. The answer is, "No."

The only difference in the cost of production of the two products is the difference in the cost of the salt on the one hand and the oil on the other. This difference in cost amounts to only about one cent per can. For this difference in price, nearly all consumers will take canned tuna in oil at the very slight increase in price over the canned tuna in brine. If it were possible to make a large difference in price, then the consumers' preference for tuna in oil could be overcome in favor of tuna canned in brine. However, under normal cost conditions in the United States' market, this cannot be done.

ONE of the things that any producer of processed food in the United States has to keep in the forefront of his thinking at all times is to maintain his product continually at the same standards of quality. The buying of processed food in the United States is on the basis of labels stating exactly what the product in the package is. The American housewife insists, when she buys a can or package of a particular kind of food, that it be as nearly as possible exactly identical with the last can or package of that food with that label which she bought. If there is variation of any considerable amount in the quality or the type of the food which is in the package or can, she will not buy that particular brand of that particular type of food on her next trip to the grocery store. She will switch her buying to a type of food or particular brand of the same type of food which will give her the precise quality which she expects and demands. This is a most important factor in the selling of canned tuna as well as all other types of processed foods in this country.

NO matter whether you like canned tuna in oil better than canned tuna in brine or vice versa, there is no questioning the fact that they are two entirely different products. The taste is different, the aroma is different, the appearance is different, and the texture of the flesh is different. The greatest misfortune that can befall a processor of food in the United States is to have the quality of the product which he is marketing vary so that the tastes of his consumer becomes confused. The consumers simply shy away from such a product. This applies equally to an entire industry and this is the basis of the primary fear which the tuna industry now has toward canned tuna in brine.

The housewife is not inclined to read the fine print on the label when she goes to the grocery store. She buys a can of tuna. If this is not the same product she bought the last time she bought a can of tuna, she is likely to buy a can of some other food the next time she goes to a store, rather than inquire too deeply into what made the difference.

Another sensible characteristic of the housewife is that, when she goes to buy a can of tuna and finds two different brands, both labeled "Fancy White

Meat Tuna," and one selling for five cents a can less than the other, she will buy the cheaper can. She does not stop to think that she has to add a nickel's worth of mayonnaise to the tuna in brine to make it taste even reasonably like tuna canned in oil. A key factor in the United States tuna market at the present time is that canned tuna in brine is appearing on the shelves of stores at about five cents a can cheaper than canned tuna in oil solely because of a quirk in the United States tariff laws, not because of any normal cost of operation, either in the United States or in foreign supplying countries.

The reasons for this go back a considerable number of years to the beginning of the modern tuna industry in the United States. This takes us back to the early 1930's. By that time the American consumer's taste had already been demonstrated to be in favor of canned tuna in oil. At that time there was only one kind of canned tuna being sold in the United States and only this one category of tuna was being imported. This was canned tuna in oil. This commodity, during the early 1930's, began being imported from Japan in such very large quantities that it threatened to overturn the economy of the United States tuna industry centered then, as now, in Southern California.

This problem was taken at that time by the industry to the Congress and to the United States Tariff Commission. The Tariff Commission, upon a resolution of the Congress, made an elaborate comparative cost study and recommended that the tariff on canned tuna in oil be increased from the 30 percent ad valorem value, which it had at that time, up to 45 percent ad valorem. The sole reason for this was to equalize costs of production so that the products of the tuna canner in Japan and the tuna canner in the United States would enter the United States market on the same competitive level. This action was taken in 1934. It was taken two years after the first inauguration of Franklin D. Roosevelt, and, therefore, this tariff was passed by the Administration and the Congress during the height of the New Deal. It was not a relic of the old high protective tariff days, but was put into effect because it was necessary to equalize the cost of production between Japan and the United States on this commodity, tuna in oil, in order to prevent the collapse of the United States tuna canning industry. Tuna did not enter the world market at that date in any other form in consequential amounts, except as canned tuna in oil.

THIS increase in tariff on canned tuna in oil accomplished the result which was desired. The volume of canned tuna in oil coming into this country subsided to a reasonable proportion and permitted the continued growth of both the United States and Japanese tuna industries because it did not completely block off imports from abroad. A healthy balance was established which permitted both tuna industries to thrive and which brought to the United States consumers an ever increasing quantity of nutritious and tasty food.

This healthy trade condition continued all during the 1930's and up to the time of the outbreak of the Pacific war. Upon the outbreak of war, all imports of tuna of any consequence stopped abruptly because the only consequential importer of tuna to this country had been Japan.

In 1943, during the course of the war, the United States negotiated and signed a Trade Agreement with Mexico. This Trade Agreement covered several hundred items of which one was canned tuna in oil and the tariff on this particular commodity was reduced in that agreement by the full 50 percent permissible under law to 22½ percent ad valorem.

This caused no particular interest at the time. No public hearings were held at the time on this commodity. The reason for this lack of interest was quite simply that there was a much greater demand for tuna in the United States than there was an available supply. The Navy had taken over about 60 percent of the fleet of tuna clippers normally working out of Southern California, cutting down the production of tuna in the United States by a comparable amount. The Japanese production had stopped abruptly. There was no substantial production of canned tuna any place else. Everybody in the United States was looking for tuna from any source. The possibility of a buyers' market in tuna developing in the postwar years simply was not in the forefront of anybody's mind.

The change in tariff on canned tuna in oil in 1943 was of no consequence then because Mexico previously, or at that time, or since then has never been a substantial producer of tuna in any form. The tariff concession did not make any difference in this position. Mexico still remained a non-producer of tuna.

The sellers' market in tuna in the United States continued to exist well into 1948. In the intervening years three new developments had been under way and all three of these became effective in 1948 at least to some degree.

The first of these factors was the refinement that took place in the technique of refrigeration of tuna on shipboard before, during, and immediately after the war. This movement had already started in California back in 1938 and 1939. In the mid-1930's the California tuna industry had supported research by the Hooper Foundation of the University of California designed to improve the keeping qualities of tuna on board the fishing vessels in order that tuna could be landed at the canneries in Southern California from the high seas in the best condition for canning. The result of this research was the discovery that, if the tuna were frozen im-

Hard Hit

Tuna in brine importations have resulted in idling an estimated 12,000 Southern California fisheries workers.

mediately at sea in super cooled brine, the fish were in much more uniformly high quality condition when they arrived at port. As soon as this discovery was confirmed, the fleet began to switch from ice refrigeration to brine refrigeration, at a cost of several million dollars. By the time the war broke out the United States fleet had already pretty nearly all switched to brine refrigeration, but this improvement in the technique of refrigeration at sea had not yet reached other countries before the war and, therefore, it did not become of any consequence in the tuna import picture until after the postwar years.

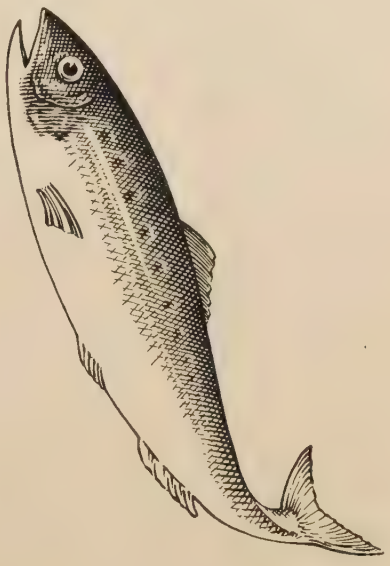
By reason of these great improvements in refrigeration aboard ship and the improvements in the economics of transporting refrigerated fish aboard ship, new techniques became available to fishermen all over the world which permitted them to go farther afield by thousands of miles and bring back fish in the same fine condition at no material increase in cost. Thus by 1948, and increasingly so since that date, it has become possible for fishermen in any part of the world to go very long distances from home ports for tuna, bring those tuna in a freshly frozen condition back to home port, and transport them from thousands of miles away to the United States market in a condition perfectly satisfactory for canning.

Thus, there entered into the world market a brand new commodity—frozen tuna—which in 1934, when our legislators were last considering the import problem of tuna, scarcely existed simply because the technique of transshipping frozen tuna long distances at low cost had not at that time been developed.

THE second factor which had been in operation during this period of years was the growth of the canning of bonito in Peru. During the war the United States Government undertook all manner of projects around the world for the purpose of increasing the flow of food into the world markets and also into the United States market. This policy continued into the postwar years, during which there still was a large world-wide shortage of food, particularly of animal protein food.

As one of these projects the Board of Economic Warfare sent scientists and practical fisheries men to Peru for the purpose of bringing the vast fishery resources off the coast of Peru into the food markets of the world. Since the Navy had taken the United States tuna clipper fleet for war work, there was no other practical way to get this food resource to market. The information upon which these men worked was based upon expeditions which the United States Fish and Wildlife Service had made down in that part of the world at the request of the Peruvian government before the war. As a result of the Board of Economic Warfare's work in Peru, a considerable number of bonito canneries were constructed and put into operation.

In the space of a few short years Peru came from a point of having no canned fish industry to where it had forty-odd canneries distributed along the coast of Peru which were capable of producing all together a very considerable volume of canned fish. The primary species canned was bonito which occurs abundantly in the inshore waters of Peru and is available to the tiny fishing vessels which are customarily used in Peruvian waters. There was, practically speaking, no market for this canned bonito in Latin America or anywhere else in the world, except the United States. Therefore, it was shipped to the United States. Since the costs of production was so much lower in Peru than they were in the United States because of the vast difference in the living standards of the two countries, the Peruvian product was, and still is, able to undersell comparable and competitive United States products by a wide margin.



During the first of the postwar years, all of this bonito came into the United States labeled as tuna. In 1948 the Food and Drug Administration insisted upon all imports of canned bonito sold in the United States being classified as bonito and so labeled. Thus, by 1949 the Peruvian production of bonito canned in oil had increased to a little better than 380,000 cases per year which were imported to the United States and were consumed in the United States as a cheaper substitute for canned tuna in oil. This production was used almost entirely in institutional trade, such as drug store lunch counters, cheaper restaurants, etc., and the product still is sold to the consumer as tuna. This production continues to increase and this year imports of it will be somewhat over one-half million cases.

Canned bonito in oil carries a tariff of only 21 percent ad valorem, as compared with the 45 percent ad valorem tariff on canned tuna in oil. Accordingly, it undersells the latter product by that amount. This duty rate on canned bonito in oil has recently been decreased again to 15 percent ad valorem. The effect of this new decrease in tariff on canned bonito in oil has not yet had time to show itself. This is an entirely new product which simply did not exist back in 1934 when the Tariff Commission was considering the tuna import problem the last time.

The third factor of importance which developed in the postwar years was the resurgence of the Japanese tuna industry. Nearly the entire Japanese high seas tuna fleet was sunk during the latter phases of the war. Japan, as soon as the war ended, was desperately in need of food of any kind and the Japanese prefer fish to meat as the animal protein part of their diet. Great quantities of food was shipped to her or paid for by the United States during this period in order to keep the Japanese people from starving to death.

The United States Government, almost immediately upon the occupation of Japan, began vigorously to rebuild the Japanese fishing industry so that it could feed Japan. This process went on very rapidly until, by 1948, the Japanese high seas tuna fleet was already rebuilt, in better shape, and larger in productive volume than it was before the war. By late 1948 the animal protein food situation internally in Japan had come back into balance. The normal requirement for fish in the Japanese diet was being fully met by the reconstituted fishing industry in Japan. Consequently, General MacArthur could permit the export of certain fish commodities so that the Japanese could earn dollars with which to buy raw materials of other categories. One of these commodities of which he began to permit the export was canned tuna in oil.

The Author

Dr. W. M. Chapman, Director of Research, American Tunaboat Association, San Diego, California.

All three of these factors began to impinge upon the United States tuna market forcibly in late 1948 and their effect was very sharp. The long existant sellers' market was turned very quickly into a buyers' market. In 1948 the share of the United States market which was taken by all tuna imports of all kinds was a little less than 8 percent. In 1949 it rose to 13 percent. In 1950 it more than doubled to a little better than 29 percent. Thus, in the space of a little more than two years the United States tuna industry had more than 20 percent of its market taken away from it by foreign fishermen. This has simply been too large a blow to be taken in so short a period of time without upsetting the stability and economy of the United States tuna industry.

BY early 1949 it was quite apparent to those in the tuna industry of the United States that canned tuna in oil at the prevailing tariff of 22½ percent ad valorem was a product with which the United States industry could not be competitive with the Japanese industry. By the early part of 1950 Japanese canned tuna in oil was coming into this country in such a large volume that it was apparent to everyone that the Japanese were in a good position to take over the entire United States tuna market at the then prevailing tariff rate.

In June of 1950 the Mexican trade agreement was abrogated and thus the canned tuna in oil tariff automatically reverted from 22½ percent ad valorem to 45 percent ad valorem. This was a purely accidental benefit which the tuna industry derived from larger causes which necessitated the abrogation of this agreement. Abrogation of the Mexican trade agreement became public knowledge in July of 1950 but did not take effect until January 1, 1951. In the intervening six months everybody in the world who had any tuna in cans, or had any tuna that they could put into cans, canned it and put it aboard ship to get it to the United States before the January 1 deadline.

Imports of canned tuna in oil zoomed until they reached 1,734,000 cases as against 210,000 cases in 1948 and 215,000 cases in 1949. More canned tuna entered the United States in December of 1950 alone than had entered totally in 1948 and 1949 together. This produced a tremendous glut in the United States canned tuna market.

Although the United States market for canned tuna in oil had doubled in the postwar years and is still increasing in good shape, the industry entered 1951 with about 3,000,000 cases in inventory, substantially more than twice as much inventory as had been available at the beginning of any market year in the history of the industry. The effect of this tremendous glut caused by the imports of canned tuna in the last six months of 1950 are still being felt by the industry at the end of 1951. Not only was the United States market blanketed by a surfeit of canned tuna in oil, but also the working capital of the industry was all tied up in this inventory.

The reimposition of the 45 percent ad valorem duty on canned tuna in oil had the effect of cutting down the volume of this commodity imported into the United States sharply over the exhorbitant amount which came in during 1950. The imports of canned tuna in oil this year, however, will be greater than they were in 1949. While this is high, the imports of this commodity are not by themselves acutely burdensome to the United States tuna industry because they now enter the United States market to costs comparable to the product of the United States industry.

HOWEVER, the total tuna imports did not at all decrease by the reimposition of the 45 percent ad valorem duty on canned tuna in oil. These overall tuna imports have kept right on increasing during 1951 because the imports of frozen tuna and canned tuna in brine is increasing so rapidly during this same time.

There has simply been a shift of commodity type, a thing not possible back in 1934, when our legislators were last concerned with the tuna import problem. The tuna now has come in frozen on the one hand and as canned tuna in brine on the other hand. Frozen tuna bears no tariff at all. Canned tuna in brine, by a peculiarity of the tariff laws, bears a tariff of 12½ percent ad valorem. These are simply two aspects of the same problem. That problem is to keep the importation of all tuna into the United States market at a level of volume and price which will, without damaging world trade in tuna or injuring tuna industries which have been built up in friendly countries, permit the United States tuna industry to continue to operate at a profit and to expand its operations. This was accomplished once before in 1934 and is quite practical of accomplishment now.

While it is quite apparent to everyone that these two new products, frozen tuna and canned tuna in brine, require being brought under the same level of tariff treatment as canned tuna in oil in order to preserve the United States tuna industry in a healthy condition, the peculiarities of the tariff law make it necessary to attack this single problem in two different ways.

Since frozen tuna bears no tariff and is not the subject of any trade agreement, the executive arm of the government, as represented by the President or the Tariff Commission or the Department of State, can do nothing whatever to affect the tariff on this commodity. The only way by which a tariff on this commodity could be effected was through legislative action by the Congress. Accordingly, the tuna industry took this problem to the Congress as soon as it developed into one of a serious nature. This was in the latter part of the recent session of Congress.

THE House Ways and Means Committee established a sub-committee to take hearing on this question. It heard from representatives of the Department of State, the U. S. Fish and Wildlife Service, the United States Tariff Commission, and the United States Bureau of Customs, although no representative of the United States industry gave testimony. As a result of these hearings the sub-committee drafted a bill, introduced by Mr. Camp of Georgia, which would provide for a temporary tariff on frozen tuna of all kinds coming into the United States up until April of 1953. It also instructed the Tariff Commission to make a study designed to furnish the information upon which the Congress could prepare a fair and equitable tariff rate for this commodity and to provide the Congress with that information by January 1, 1953. This is the Camp bill, HR 5693. This bill passed the House of Representatives and was referred to the Senate in the last few days of the last session of Congress. Time was so short that the Senate did not get an opportunity to act upon the bill but has promised to take the matter up as soon as it gets back into session in January. The fishing industry has asked that

the Senate Finance Committee hold public hearings so that all sides of this issue can be given public airing. This has been promised.

On the other hand, canned tuna in brine was, by a peculiar loophole in the tariff laws, the subject of a trade agreement with Nationalist China and also a trade agreement with Iceland. It bore a duty of 12½ percent. The Congress had, under the Reciprocal Trade Agreements Acts of the last several years, delegated to the executive arm of the Government the power to alter or to modify the treatment of import commodities which were the subject of a trade agreement or which bore tariffs. Therefore, there was no legislative action which the Congress, by itself, could take which could affect in any way the tariff on canned tuna in brine.

The proper procedure under law to affect the tariff on canned tuna in brine was through the Tariff Commission. In July of this year, when action was initiated to obtain congressional remedy on the problem of frozen tuna imports, canned tuna in brine imports had not reached a sufficient level of volume where they did constitute a problem of serious consequence to the industry. It was apparent to everyone in the industry that this new commodity was going to create a serious problem before this year was out, but at that time the problem had not yet developed to the point where the Tariff Commission would consider taking action. In the intervening months canned tuna in brine imports have continued to increase in a very sharp manner and are now bringing severe distress in certain tuna markets of the United States.

Accordingly, it now becomes possible and necessary to go to the United States Tariff Commission and ask for remedial action under Section 7 of the Trade Agreement Extension Act of 1951. If, as a result of such an investigation and a hearing, the Tariff Commission finds that an article on which a trade agreement concession has been granted us, as a result, in whole or in part of the duty or other custom treatment, reflecting such concessions, being imported in such increasing quantities, actual or relative, as to cause or threaten serious injury to the domestic industry producing like or directly competitive articles, it will report its finding to the President with appropriate recommendations for the withdrawal or modification of the concession, its suspension, in whole or in part, or the establishment of import quotas to the extent and for the time necessary to prevent or remedy such injury.

THE fact that canned tuna in brine bears a tariff of 12½ percent ad valorem, as contrasted with 45 percent ad valorem on canned tuna in oil, is purely an accident. The State Department has freely admitted that at the time when the trade agreement with Iceland was negotiated they were not negotiating on canned tuna in brine as a particular commodity. No public hearings were held on that item for the reason that nobody knew tuna in brine was under consideration. It was simply one element hidden from sight in a basket type of concession in which nobody had any particular interest.

The Japanese, in this particular situation, are not at blame. They are not dumping their product here at a sharply reduced price. All of their canned tuna leaves Japan at approximately the same price. The only reason why it is sharply different in price by the time it reaches the United States consumer is the difference in level of duty which the two types of canned tuna must pay upon entering the United States.

The State Department, on the other hand, is not to be blamed either for such an item being covered in a trade agreement with Iceland. They did not knowingly include tuna in brine in the Iceland trade agreement. In their own words, "We negotiated a sort of basket or residual category of items and tuna in brine just happens to fall in that category." Canned tuna in brine was not at that time a commodity with which to reckon. It simply did not exist in commercial quantities on the United States market. It was not an item of commerce in world trade.

NOBODY, either in the State Department, in Iceland, or in the United States tuna industry, knew at the time of the negotiation of the Iceland trade agreement that this basket category included tuna in brine. No public hearings were held or asked for on this item. There are no tuna in Iceland waters and no Iceland fishing vessel has ever caught a tuna. Consequently, Iceland did not ask for a concession on tuna, did not know it was getting one, and would not have cared if it had known.

By pure accident and a technicality in United States tariff law there existed in 1950 in a trade agreement which the United States had negotiated with Iceland a category into which canned tuna in brine fitted and which gave the Japanese an opportunity to import canned tuna to the United States under a 12½ percent duty instead of a 45 percent duty with practically no change in their process of canning tuna and no considerable change in their cost of processing tuna. Therefore, when the tariff on canned tuna in oil went up to 45 percent on January 1, 1951, the Japanese moved in swiftly to exploit this accidental loophole in the United States tariff law, as would any competitive businessman if offered a similar break.

THE only fault to be found anywhere in these proceedings is that there is an inequity in the treatment of two different types of canned tuna under the tariff laws and this loophole in the tariff laws needs to be plugged.

What is necessary is to make canned tuna in brine bear the same tariff level as canned tuna in oil. This is reasonable because they are exactly comparable and competitive products. Provision is made in the United States tariff law for the Tariff Commission to recommend changes which will overcome such inequities that appear from time to time in the working of the tariff laws. Because of the technicalities of the tariff laws, it would take a considerable length of time to cause this change in tariff treatment. Therefore, it is perfectly appropriate for the Tariff Commission to recommend to the President that an import quota be placed upon canned tuna in brine for such a length of time as is necessary to correct this inequity of treatment under the tariff laws of the United States.

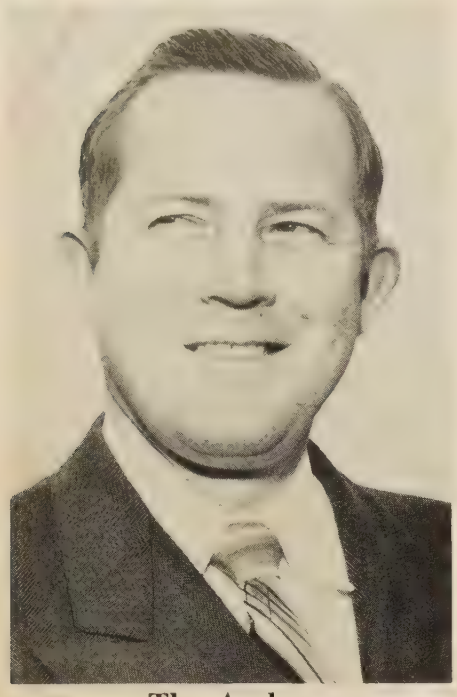
If the tariff on canned tuna in brine is brought into line with that of canned tuna in oil, the result would be that all of that tuna which is now being imported as canned tuna in brine and which was formerly being imported as canned tuna in oil will switch to the other new category of tuna — frozen tuna. Consequently, it is necessary that the Camp bill (HR 5693), which is now under consideration in the Senate to correct the treatment under the tariff laws of frozen tuna, be pushed ahead simultaneously with corrections which

(*Continued on page 29*)

Buyer

How long will she remain uneducated?

OPINION



The Author
Emmett W. Fowler, Jr.

(Opinions expressed in the following article and in concluding installments are those of the author, and do not necessarily represent those of either *Marine Press Association* or *Pan-American Fisherman* magazine. It is apparent that Mr. Fowler has given a great deal of thought to the subject treated with herein, and the editors would appreciate any and all comment relative to Mr. Fowler's analysis, favorable or unfavorable. Certainly Mr. Fowler has raised a question, and, whether or not you agree with him, it's a cinch you won't be able to ignore him!)

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Let's Fish

Here's a Brand-new Thoug

DYNAMIC fishery research is based on novel thinking combined with a germ of practicality. Where are the millions of research dollars going; those appropriated for advancement of the tuna and sardine industries? The tuna industry has followed static procedures and has turned its research problem over to a group outside of the industry, inexperienced in all practical fishing and processing techniques. In view of present restricted operations it seems wise to make both a critical survey of present industry methods and to suggest a pattern of research which will reduce the cost of capturing and canning of fish.

Present day organizations of fishery have failed in fulfilling their obligations to the practical fisherman and plant manager whose needs are the basis upon which money is appropriated. Though the multimillion dollar appropriations are allocated for practical research the money soon finds it way into the coffers of those whose thinking is along strict biological lines. To understand this fading of funds for practical research it is necessary to observe the organizational structure of the U. S. Fish and Wildlife Service which exemplifies others such as the Inter-American Troprical Tuna Comission; Fishery Division, California Fish and Game Commission; Fishery Division, Food and Agriculture Organization of the United Nations; and the industry sponsored research organizations.

Organizational structure of U. S. Fish and Wildlife Service: (1) Director, ornithologist (bird man); (2) assistant director, fishery biologist; (3) chief, Branch of Biology and Oceanography, fishery biologist; chief, Branch of Commercial Fisheries, fishery biologist; (4) ass't. chief, fishery biologist.

This predominance of fishery biologists is to be found in every organization studying tuna. Where do the needs of the practical fisherman and plant owners get lost in this picture? They are lost right at the primary organizational stage, because the men who plead for the cause of practicality never have worked on a fishing vessel nor labored in a tuna processing plant, therefore, they have no true picture of what is needed. Further, the moment an idea of practical research is conceived, the fishery biologist commences his insidious campaign to show how his biological organization and co-workers can fill the practical man's requirements. Give them their dues, for they have convinced some of the industry's top men that they are meeting the industry's needs.

THE $5,000,000.00 tuna research program called the Pacific Oceanic Fishery Investigation is a present day example of this kind of maneuvering. To date nothing has come out of it that will assist the practical fisherman or professor. This is indeed strange, since the Congressional Bill stipulated that funds be allocated for exploration, gear development, and technological as well as biological problems of the tuna. The program operated only nine months from its authorized base until it had become, and *is now*, a pure biological survey, with technology, gear development, and exploration completely discontinued.

One of the fishery biologists who was on this program implied that as far as the biological work was concerned his section could work for a couple of years just analyzing the various species of tuna around the Hawaiian area and a few tuna which could be shipped up from the Phoenix Islands and other islands of the Trust Territories. Apparently, that is just what they are doing, as reports published by this organization in its first two years of operation indicate that little other work has been accomplished or that little effort has been made to capture tuna to reveal a potential food resource for our nation. To give a concrete example, 4000 tons of tuna were caught in eleven weeks of fishing by fourteen Japanese vessels operating in the Caroline and Marshall Islands, which are in the Trust Territories of the United States. After the Pacific Oceanic Fishery Investigation had had two vessels in operation for sixteen months and one vessel in operation twelve months, the reports offered to the industry showed that approximately fifty tons of tuna had been captured. Thus on a price basis this tuna cost the government about $51,200.00 a ton, or $25.60 a pound! Well, Mr. Tunafisherman, that's where your research money goes.

THE fishery biologist director has a paper organizational set-up with which he quiets the questioning voices of those searching for results beyond a new specie name or new information concerning the sex habits of the tunas. Further, the industry advisory committee of this program concurs with this policy and in Washington, D. C. funds are taken from the Branch of Commercial Fisheries and transferred to the Branch of Fishery Biology and then the field biologists carries on the practical comercial fishing cruises. These cruises are directed by a biologist who in many

Cut Bait

On a Very Old Subject

by EMMETT W. FOWLER, JR.

cases has never been to sea, let alone been to sea on a tuna vessel. The "practical" cruise is in reality a disguise for another biological tour. This vast reorganization of policy came about as usual because a confirmed fishery biologist had no use for any other type of fishery researcher.

Much speculation has been indulged in as to how the biologists so quickly gained the concurrence of the industry advisory committee for their masterful deception. Possibly it was by letter to fellow biologists on the Pacific Coast who championed their cause. Or?

The advisory committee fell in line with the biological trend, and thus, the director armed with this backing was able to obtain from the Director of the Fish and Wildlife Service a directive abolishing two-thirds of the organization, but the directive *did not* abolish two-thirds of the funds supporting the organization. Now $200,000.00 of technology equipment is idle in Honolulu; also some $100,000.00 of fishing gear is rotting in sheds.

A ninety percent turnover in key personnel should indicate that this program is ill administered. Could it be that a director who has previously blundered through two other government sponsored failures is being sheltered by his fellow fishery biologists?

THE director of the Fish and Wildlife Service recently authorized the sale of a 128 foot YP type vessel which had been converted and operated on a government tuna project at a cost of approximately $350,000.00. The director of the project, a fishery biologist, claimed it was unseaworthy, yet twenty-nine such vessels are operating in the tuna fleet. This above mentioned vessel is operating now in the tuna fleet, and instead of the $225,000.00 the project's fleet supervisor estimated for repairs the work was done in San Diego at a cost of about $75,000.00. This included two extra ice machines, a small auxiliary, circulating pumps for eight wells and two boxes, and repair to the huli leak. A responsible shipbuilding authority stated that for the government's needs a mere $15,000.00 would have comfortably covered the repairs of the hull leak, which was causing the unseaworthiness. Of course, now another boat is needed. It is being built in Tacoma at a tidy sum of $225,000.00, "excluding laboratory and oceanography equipment!"

In the November 6, 1951 issue of the San Diego Union there was an article referring to the special assistant to the Secretary of State who is chief of the American delegates to the tripartite fisheries commission now in Japan. This special assistant to the Secretary of State is a trained biologist and true to the conformist trend he suggests considering problems of conservation. What, another organization studying the same old thing; more plankton counts?

The taxpayers money flows on and the biological researchers drift on with their overlapping and misconceived planning. A well known fishery biologist who directs a tuna research organization and who assisted in formulating the policy of the Inter-American Tropical Tuna Commission, recently inferred that nothing practical will result from the I.A.T.T.C. since it is only a program of appeasement.

At a recent meeting of the I.A.T.T.C. held in San Diego, a Director, who it is believed was instrumental in bringing about the abolishment of all practical phases of research of the Pacific Oceanic Fishery Investigation, outlined a program which included determining the specie of the Yellowfin caught off Latin America in comparison with the Yellowfin on and south of the equator, and attempting to predict the occurrence of bait. An awe inspiring project, though not unique. There are already thirty-three scientific names for the Yellowfin, sixty for the Bluefin, thirty-one for the Albacore, and last but not least, the poor old Skipjack rates only eighteen. Since the Bluefin and the Skipjack were first described and scientifically christened by Linnaeus in 1758; the Albacore by Gmelin in 1788; and the Yellowfin by Temminck and Schlegel in 1842; nowhere is there to be found sufficient morphological information to warrant calling them by anyone of their other one hundred thirty-eight scientific names. To assist in any international problem it is of paramount importance to have standard nomenclature applying to a certain fish in any part of the world. It is no mystery why the directors of the myriad of projects are confused when they stand only a one in one hundred forty-two chance that they are analyzing the correct fish.

THIS policy of the Inter-American Tropical Tuna Commission assumes that Costa Rican fishery experts do not know that the California Fish and Game Commission for the last twenty-five years has attempted to predict the occurrence of sardines. This with little or no success.

The California Fish and Game Commission made another noteworthy failure when they experimented with Japanese long line and deemed the method a failure for this area. It is known that the wrong sized line and type of lay of the main line was used. Why this error when, at the time of the experiment there were within walking distance of the Fish and Game's Southern California office, at least six canneries in one of which surely could have been found one of the thousands of publications technically explaining Japanese fishing gear?

At the present time the Inter-American Tropical Tuna Commission; Pacific Oceanic Fishery Investigation; U. S. Fish and Wildlife Service; Scripps Institute of Oceanography; Fishery Division, California Fish and Game Commission; Fishery Division, Food and Agriculture Organization of the United Nations are all working on highly refined studies of a biological or oceanographical nature which pertain to the tunas and sardines. There is no attempt to consolidate efforts nor to ease the practical fishermen's or plant owners' problems. The reports distributed by these organizations are so polished that an average industry person finds them not only uninteresting, but unintelligible unless he is a graduate from a university school of fisheries.

For example a quotation from a progress report of the State of California Marine Research Committee follows:

(*Continued on page 29*)

Up the Ladder
C. A. "Hap" Holliday

TUNA GIANT (J. G.)

Some guys have all the luck (although brains and ability could make a difference, too!)

by WILLIAM HEGEMAN

DARK-HAIRED, stocky Hap Holliday, of Can Diego, California, sat down this month behind a steel desk in an office midway between the CalTuna receptionist's switchboard and the lair of Mr. Quality, and thereby completed a tune-to-tuna cycle that, at times, left him somewhat wide-eyed at the speed with which events took place.

As sales manager and advertising director of California Tuna Canning Co., a comparative newcomer in the rough-and-tumble canning picture, Holliday has charge of promoting the nationwide sale of the organization's various brands, which are paced by "Nielsen's" and "Sea-Preme," both quality packs.

Consensus of tuna men was that his selection for the job was good, because he had been preparing for such an assignment for many years.

As talent agency operator and orchestra publicity man, as Coast Guard public information expert, as newspaper advertising and circulation excutive, as a magazine advertising manager and as "The Voice of the Fisherman," Holliday learned his way around the maze of media he would use. All that training was good for the present post.

Just past 40, Holliday is a transplanted Chicagoan who came to California by way of Texas, where he lived as a youngster. He arrived in Beverly Hills in his mid-teens, and attended the Beverly Hills High School and later delved into the intricacies of public relations in classes at the University of California.

There followed jobs as circulation manager of the El *Sereno* News and stints on the Los Angeles *Times* and Los Angeles *Examiner*, and the *American Dancer* Magazine, of which he was advertising manager.

IT was about this time that he began to take more interest in the promotional side of life, and during the next months he operated a talent agency in Hollywood and did publicity for such orchestra leaders as Gus Arnheim, Carlos Molina, Margo, Russ Columbo and Jimmy Greer. The skill in showmanship he developed then is apparent today in the format of "The Voice of the Fisherman," the radio program which was originated in 1948 by Bart Hind and Fred Van Riter. Slanted to the tuna fleet, the program is one of the most popular to go on the air from San Diego.

Holliday, who wishes that reporters would forget the initials "C. A." and identify him always as "Hap," arrived in San Diego in 1942 as the Coast Guard's public information chief. He worked through the Public Information Office of the Navy's Eleventh District, for the Coast Guard at that time was under Navy control.

His primary duty was writing "hometowners," those brief articles sent to

(*Continued on page 32*)

20th Century "MOLLY PITCHER"

PRESENTING: MARY ROGERS vs. UNITED STATES CONGRESS

by FRANK EVANS

SKEPTICS who doubt that well-known magazine's advice to "never underestimate the power of a woman" should extend more than a cursory glance at the activities of the "Tuna Industry Emergency Committee," a group of fishermen's wives who began throwing their weight around months ago when the tuna crisis began to hit their families' pocketbooks.

Angered by the ever-increasing imports of foreign caught tuna, these several hundred wives of fishermen and owners launched a fast-moving campaign that flooded the nation's legislators with letters—individually written in long hand or on typewriters—and with petitions carrying signatures of far more than 100,000 persons.

With passage of a 3-cent-a-pound tariff measure by the House of Representatives just prior to Congressional adjournment the women turned their attention to the upcoming session and already have written or inspired several thousand additional letters explaining the fleets plight for various and sundry fishermen.

They have expanded their appeals to thousands of lodge brothers and sisters throughout the country to support the campaign. They are working with the Grange and the various organizations of boat owners and fishermen up and down the coast. Emergency committees have been formed in several ports and there are indications that additional ones will be organized.

If any one person can be singled out as the firebrand behind this movement that individual is slim, red-haired Mary Rogers, mother of four still-young daughters and the wife, daughter, sister and sister-in-law of fishermen. She grew up in the fishing industry, and was one of the first among the fishermen's wives to wonder how the distaff side of the industry could take part in the fight to gain protection from the effect of the glut of foreign-caught fish.

IT was with such an attitude that she led a group of about a dozen friends to a meeting of the San Diego City Council last summer. Their aim: to ask the councilmen for help in solving a problem that, even then, was idling tuna clippers and albacore boats by the hundreds and furrowing the brows of industry leaders.

From the councilmen and from state assemblymen Mrs. Rogers got the idea for a letter writing campaign. The way she went about it would have astounded a professional and it's probably just as well that she didn't consult any of them before she started because their advice, on the whole, would have been somewhat on the pessimistic side.

What professional, for example, would have had the wisdom to suggest that every one of some 80,000 letters be written individually? What professional would have organized a battery of women to write such letters and get

(*Continued on page 33*)

"Molly"

Mrs. Mary Rogers, (standing, foreground) and staff.

Advertising Counselor
Walter "Hank" Richards

"Hank" Richards first became acquainted with members of the tuna-fishing industry during his wartime years in San Diego as writer-producer of the *Halls of Montezuma* program.

Most of his business life has been spent in related fields of advertising and merchandising. His early years as assistant editor of *National Miller* trade magazine gave him a firm background in food merchandising that has been augmented by years in radio as a creative program executive for CBS and some of the midwest's greatest stations. He has written programs for Purina Mills, Sears-Roebuck, Frigidaire, Alka Seltzer, Swift & Co., and many others. Since the war he has been editor-writer for the DuPont *Cavalcade of America*.

You've Got

A NOTED ADVERTISING AND PUBL

FACTS ON THE SELLI

AN INDUSTRY that has doubled the demand for its product during the past four years has an excellent defense against those who would claim that not enough advertising has been done. Actually, the canneries have spent millions boosting the annual per capita consumption up to 1½ pounds.

That a good job has been done, there can be little doubt, but I do believe a better job can be done in the future.

My general, over-all impression of tuna advertising leads me, therefore, to the same conclusion reached by Dr. Chapman and stated so aptly in the last issue of this magazine.

Too many tuna ads stress brand name and label to the exclusion of everything else. This policy sells only those people who are already sold on tuna and passes up millions of potential customers who scarcely know what tuna is and seldom or never include it in their diets.

THE big canneries doing most of the advertising for the industry can hardly be blamed for stressing their own brand names and labels, but it seems to me they could have multiplied the effectiveness of their advertising in recent months by headlining the simple truth—that *tuna is today's best buy in a high protein food.*

With housewives outraged over high meat prices and screaming for bargains, I have yet to see one single ad that has clearly brought out that fact.

Never before has there been such an opportunity to win new customers for tuna. Today's low price properly exploited in advertising, could be the opening wedge for tuna to find its way into the regular menus of countless American homes that have previously regarded it as expensive—a luxury item. Those cans do look rather small on the grocery shelves—even at an asking price below 35c.

I, for one, always regarded tuna fish as expensive until that day last summer when Cosimo Cutri pointed out to me that it is now "cheaper than hamburger." Then Dr. Chapman showed me that tuna has dropped 16% while the national price index has soared 19%.

What a hit tuna would make with the housewives if only they knew of the present price advantage!

THIS failure to exploit tuna's present bargain prices is to me the most noticeable weakness of tuna advertising—especially in this time of industry crisis. You have a wonderful product at bargain prices. Why keep it a secret?

I have seen some splendid magazine ads for tuna featuring tasty ways to prepare it and including recipes. On the other hand, most tuna ads in newspapers (where most of the money is spent), feature brand and label alone and seldom include recipes. The inclusion of an easy-to-prepare recipe in every tuna ad would greatly increase the value of your advertising.

Women do clip recipes—and they try them, too. One recipe for tuna spaghetti marinara has increased my household's use of tuna by several hundred percent.

Suppose 10% of the readers of every tuna ad published during the past year had each clipped a recipe and had used it several times? That would mean that several million women would be serving tuna more frequently to their families.

Tuna advertisers might also get more for their money by improving their publicity follow-up. To illustrate: Late in October a Los Angeles paper carried two sizable tuna ads in its weekly household section, but the editorial columns didn't have one single recipe calling for tuna. With your industry's product in every grocery at the lowest prices in history there wasn't even a tuna listing in the "best buys" column.

PHONING the Home Economics Editor and calling her attention to the oversight resulted in her next edition being almost entirely devoted to tuna recipes. Since then she has averaged several tuna recipes weekly.

It has been pointed out to me that such a system of "follow-up" would cost money. For an industry not to take full advantage of the free publicity they are entitled to when they advertise, simply because public relations costs a little more money, is false economy.

Advertising and publicity go hand in hand. Publicity increases the value of advertising, while advertising is usually the means employed to pave the way for publicity.

Actually, publicity, in the form of tuna recipes in the reading columns, is more valuable than the ads. Most concerns make it a point to place their ads in publications that grant the utmost in publicity.

Sell TUNA First!

ELATIONS COUNSELOR POINTS UP SOME INTERESTING F TUNA FISH NATIONALLY

With the American people more "nutrition-conscious" than at any time in history, I have yet to see a tuna ad pointing up the fact that *tuna is one of the most nutritious foods on earth.*

When I first became interested in tuna I immediately set out to investigate its nutritional merits. Calling the Home Economics Editors of the Los Angeles newspapers, I was amazed at their lack of knowledge concerning the product. To gain more than a rudimentary knowledge of tuna's place in nutrition, it was necessary to ferret out the information from various little known books at the public library.

In other words, a trained reporter with some basic knowledge of nutrition, found it difficult to track down the elementary facts about tuna that should have been part of every ad issued by the tuna industry since the beginning. That tuna is indeed *one of the most nutritious foods on earth* and that the addition of tuna to the weekly menu will supply vital minerals, vitamins and elements "fresh from the sea" that will round out the diet and satisfy the "hidden hunger" caused by dietary deficiencies.

A perusal of Dr. Chapman's splendid article, *Take a Can of Tuna,* in last month's issue will supply background for a tremendous educational campaign. Properly handled, it might well lift the tuna industry out of the doldrums.

Incidentally, I passed a copy of Dr. Chapman's manuscript on to the doctor-writer of a nationally-syndicated health column with the pleasing result that he extolled the need for fish in the American diet as the main topic of his Thanksgiving Day column.

Although he didn't name tuna specifically, he made this statement to his 15,000,000 readers: "Sea fish and shellfish, fresh, dried or canned, are the best food source of iodine. Sea food, however, should be used three or four days a week, not just occasionally, if it is to furnish the amount of nutrition necessary to maintain vite."

HE then explained the meaning of "vite," as the "means of preserving the characteristics of youth; better-than-average nutritional condition as manifested in lower death rates, better growth and better development (in animals or man); extension of the prime of life; material improvement of the life expectation of adults; higher average level of positive health throughout the life cycle; greater pep; more vitality; the highest degree of natural immunity; an adequate fund of reserve power to tide over emergencies and

strains; the resiliency of the untamed animal or the primitive savage."

That's right, he is talking about *your* product, tuna, one of the wonderful members of the sea food family—the easiest to prepare, the most versatile food of the lot—one that can be served umpteen different ways, each one distinctly different. His language is clear to the great majority of American housewives who have been doing a lot of reading lately about nutrition.

Nutrition is today's magic word in advertising aimed to appeal to the American housewife. Books on the subject have sold by the millions. Magazines and newspapers, in countless authoritative articles, have contributed to the national awareness of the importance of vitamins and minerals in the diet. Radio and TV programs have converted additional millions to the realization that most of us are actually undernourished and suffering from that "hidden hunger" for essential minerals, vitamins and trace elements not found in most of our foods.

As Dr. Chapman's article reveals, tuna supplies an amazing quantity of those elements essential for physical well being, but up until now, who has known about it? Tuna advertising that has neglected these facts hasn't been doing the biggest job possible.

HOWEVER, the tuna industry is not alone in its failure to capitalize upon this new facet of American interest. Very few advertisements for the food industry running in current magazines and papers have featured the nutritional angle. In many instances this may be due to the fact that the products have no story to tell—*but tuna has,* and it should be shouted from the housetops!

I have heard it charged that some canners have curtailed their advertising because of a slump in sales; that half a million dollars has been trimmed from this year's advertising budget.

Legendary in advertising history is the story of William Wrigley, the gum merchant, who received word from his auditors that sales were down, profits diminishing, so the advertising budget must be cut.

Wrigley snorted and ordered his advertising tripled. The year's end saw his sales multiplied, his financial crisis over and the foundation of his immense fortune established.

(*Continued on page 35*)

Chris-Craft ON THE MARCH

CHRIS-CRAFT for 1952 has announced a complete new line of prefabricated boat kits ranging in size from 8′ to 31′. Because of precision machining and partial assembly at the factory, manufacturers claim the kits may easily be assembled by the amateur with tools common to the average household.

All kits include precision cut wood parts of Philippine mahogany with side and bottom panels of fir marine plywood. Kits are packed complete ready for shipment with brass fastenings, batten compound, marine glue, decals, a special screw driver and easy to follow, step by step instructions.

Price leader in the new line is a new 8′ Pram kit that sells for $42. This model is well within the building potential of even teen-agers and is ideal for youngsters to use at the beach as an introduction to boating. It may also be

used as a yacht tender, for fishing in small lakes and duck hunting. Sailing enthusiasts will be interested to know that additional kits are available to convert the Pram to a sail boat.

Another model is the 12′ runabout kit which is designed for car top use and although light in weight, builds into a sturdy boat with a vee bottom for thrilling rides with moderate horsepower outboard motors.

Dyed-in-the-wool fishermen will be particularly interested in Chris-Craft's Fishing Skiff kit for 1952. It is the modern counterpart of the time honored row boat and is exceptionally sturdy for years of service. The sides and bottom are 3/8″ fir marine plywood and the 14′ skiff will plane with a 5½ h.p. outboard motor for a fast trip to and from the fishing grounds.

New 14′ runabout kits are offered in two styles one as an open boat and the other with marine plywood mahogany decks and covering boards. The hulls are identical with a vee bottom and plenty of beam and freeboard. Speed enthusiasts will prefer the runabout type with its sleek lines while hunters and fishermen will lean toward the utility model.

The new 16′ deluxe runabout for use with large or small outboards is another important model in the 1952 line. This kit while moderately priced, builds into a big, husky runabout and is ruggedly designed to provide long service under all conditions.

In answer to the current interest in outboard cruisers, Chris-Craft is building an 18′ outboard express cruiser kit for 1952. Although designed for outboard power primarily, up to 60 h.p. inboards may be used with speeds 26-27 m.p.h. The eighteen runs about 22 with a 25 h.p. outboard. Forward under the trunk cabin there is room to install two full length berths, a toilet and small ship's galley.

The 21′ kits are offered in two models, a Sportsman, or streamlined express cruiser. The Sportsman or open type, will probably find favor with sportsmen and fishermen as there is plenty of open cockpit room and with smaller engines, the boat will troll at a snail's pace yet still offer plenty of speed for a fast trip to the fishing grounds and return.

A 21′ express cruiser kit is of the trunk cabin type with the popular flying bridge wind shield and in addition to a sizable cockpit has sufficient room for 6′2″ berths, a toilet, ice box, stove and sink. the 21's have modified vee bottoms for plenty of speed and easy riding and recommended power includes 60, 95 or 105 h.p. engines with top speeds to 33 m.p.h.

Flagship of the Chris-Craft kit boat fleet is a new 31′ express cruiser. The design is such that it would be readily adaptable to a sport fishing cruiser for offshore work and may be powered with twin or single screw engines. Sufficient space is provided in the trunk cabin for a dinette, convertible to a double bed and two berths under the forward deck. There is also room for a full height toilet compartment and sizable galley. Side planking is ½″ fir marine plywood while the bottom is double planked with solid Philippine mahogany exterior planking.

Chris-Craft cruiser kits in 21′ and 31′ lengths have the shaft holes bored for easy engine installation. Frames, stems and transoms on all models are preassembled at the factory and on the 18′, 21′ and 31′ kits, they are set up on a special jig together with the chines and keel and pre-drilled. This insures the amateur of correct spacing and simplifies construction. Instructions on all kits are in great detail and include drawings and illustrations of various steps. Fastenings are brass screws and bolts.

THE manufacturers pointed out in announcing their new line of kits that savings of at least 50% may be anticipated on the average kit as compared to a completed boat of comparable size and quality. They feel this is important because more people are offered an opportunity to get out on the water and enjoy the pleasures of boating. Secondly, boat kits bring the intrigue of boat building within the reach of many amateur craftsmen and eliminate the necessity of costly power tools or technical design skill. These factors have already been used to maximum advantage by the manufacturers in producing kits.

Kits, it is felt, are the answer to many a prospective boat owner's dreams and in the larger models particularly, parts can be purchased a few at a time as the boat progresses thereby spreading the investment over weeks or months according to the builder's desires and purchasing ability. In the end he has a properly designed and engineered boat, a result of many pleasant leisure hours and one of which he can be justly proud as it was created by his own hands.

EBB'N FLOW

(*Continued from page 9*)

iff hearings in opposition to taxing the tuna imports. These rumors prompted officials of the Tunaboat Association to meet and draft a letter to the State Department.

The letter was addressed to Jack K. McFall, assistant secretary for congressional relations, of the State Department. It was signed by Frank F. Perry, president of the Tunaboat Association.

"We have been of the impression that the Department of State would continue with its publicly-stated policy of perceiving no objection to this legislation until such time as a public record of evidence on this issue is made," Perry wrote.

"If, however, the department is going to make up its mind on this subject before testimony is heard on both sides, the tuna industry will be placed in a very serious disadvantage when we present testimony."

Perry requested McFall to notify the fishermen if the State Department intends to make up its mind on the tariff question before the Finance Committee hearing, and if the industry will be given an opportunity to present its case.

ALARM

"Sick Bird":

San Diego's fishing industry has been the goose that laid golden eggs, "but it's a very sick bird at this moment," a spokesman for the American Tunaboat Association told a State Senate interim committee later in the month.

George F. Meredith, of Los Angeles, public relations man for the association, urged passage of an assembly bill that would give a 90 percent tax exemption to fishing boats of more than 50 tons gross registry.

City and county spokesmen replied that an arbitrary percentage exemption is dangerous; that the bill would force a 14-cent increase in San Diego's combined tax rates and that it would not relieve small boats.

By remaining in session until nearly 5 p. m., the committee on state and local taxes completed a scheduled two-day hearing in one day. An overflow crowd of approximately 110 spectators jammed the county supervisors' chamber in the Civic Center, where the session was held.

Sen. Ben Hulse, of El Centro, committee chairman, presided. Other committeemen present were Harold J. Powers, of Eagleville, president pro tem of the Senate; Harry L. Parkman, of Millbrae; Clarence Ward, of Santa Barbara, and Fred H. Kraft, of San Diego.

Seated with the committee were four assembly members, Kathryn T. Niehouse, and Frank Luckel, of San Diego; Ralph Cloyed, of Chula Vista, and Thomas J. Doyle, of Los Angeles. Doyle was the lone Democrat, the other eight legislators being Republicans.

Meredith said the tuna industry is the largest in San Diego that does not depend on government expenditures, and that it spends 37 million dollars a year, although normally out of port 80 percent of the time. Competition from foreign countries and other states has anchored virtually the entire fleet. Meredith said San Diego's tax is nearly 20 times that of the State of Washington.

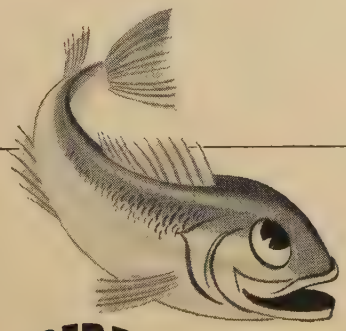
Roy Beaton, executive vice president of the Southern California Fish Canneries Association, said the big threat is from "imported canned stuff," and that if West Coast packers did not buy foreign tuna, it would be bought by brokers and shipped back from New York, for sale here in cans.

J. A. Smith, of the National Steel & Shipbuilding Co., San Diego, said the tuna industry already is leaving, not just threatening to do so.

Winner!

Above, J. L. Lovett, District Manager for the Raytheon Manufacturing Co., presents a $100 check to Jack Nuttall, head of the Nuttall-Styris Co., San Diego ship chandlers. The check represents first prize in a national competition for the best window display of Raytheon products, which was awarded to the Nuttall-Styris Co. The Nuttall-Styris Co. is the San Diego representative for the Raytheon Manufacturing Co., which produces the popular Fathometer depth recorders, radiomarine telephone equipment, and other outstanding marine electronic equipment used by so many boats in the Tuna Fleet.

Favoring outright exemption or at least equitable taxation were the San Diego Harbor Association; San Diego Chamber of Commerce; San Diego Commercial Fishing Boat Owners, Inc., "the small boats"; A.F.L. Central Labor Council; the Southern California Commercial Fishing Boat Owners Co-operative, of Long Beach, and a small boat owner, Steve Prodonavich, who said that "the big fellow has more to lose than I have." (*Continued on next page*)



Sperry Magnetic Compass Pilot...

Straighter Line to Bigger Hauls

Sperry Automatic Steering saves time to, from and on the fishing grounds. In all types of sea, the Magnetic Compass Pilot holds the prescribed course automatically.

Results . . . more men released for fishing, work lightened, fuel costs reduced, bigger hauls and bigger profits.

A portable *Remote Control Device* gives the added advantage of full rudder control from any part of the boat.

SPERRY GYROSCOPE COMPANY
GREAT NECK, N. Y.
DIVISION OF THE SPERRY CORPORATION

San Diego: 619 Harbor Insurance Building, Main 7105
Wilmington: 128 North Marine Avenue, Terminal 4-2879
Los Angeles: 2200 E. Imperial Highway, EL Segundo, Oregon 8-2119

Tariff Held Needed

Chairman Hulse brought out that the industry's biggest headache is lack of a protective tariff, rather than state and local taxes.

Mayor John D. Butler said the City Council has not changed its attitude since last May, when it formally opposed the exemption. Chairman Frank A. Gibson said county supervisors oppose it too.

Butler acknowledged to Ward that, if the industry is lost, all of its taxes would be lost.

Values Studied

Arthur C. Eddy, executive assistant to the county assessor, said boats affected by the exemption are assessed at $10,220,550, and that the exemption would cut the tax yield by $612,000 a year. He reported 191 boats are of more than 50 tons registry.

Assessor Crowell D. Eddy said his office is studying boat values regarding 1952 assessments and in view of the current situation.

The closing stages of the hearing branched into verbal tiffs between the Eddys and Meredith and Smith. Hulse commented that "this is more heat than light."

EDITORIAL

(Continued from page 8)

of the jurisdiction of the Republic or in the local markets. It is equally prohibited to use equipment or methods to fish which will harm marine life.

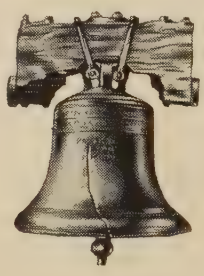
Article 7) The representatives of fishing boats are obligated to submit at the end of each fishing season to the Ministry of Agriculture, Commerce, and Industries a detailed report of the amount of bait fished, in pounds and class of bait. The classes comprises only sardines and anchovy.

Article 8) All foreign boats which obtain a license for this class of fishing are obligated to buy provisions, oils and have all repairs done in the markets and shops of the Republic.

Article 9) All foreign boats that obtain license for bait fishing in the jurisdictional waters of the Republic of Panama must pay the services of a special inspector that will be appointed by the executive organ and if it is indispensable an Assistant Inspector which number and salary will be determined by mutual agreement between the Special Inspector and the tuna enterprises with legal repreesntatives in the Republic of Panama and appointed by the Special Inspector in accordance with the necessities and celebrated agreements.

Article 10) The Special Inspector will draw a permanent salary that will be determined by agreement between the Ministry of Agriculture, Commerce and Industries and the representatives of the tuna companies legally established in the Republic of Panama. The Assistant Inspector will be of eventual character and their salaries will be accorded by consultation between the Ministry of Agriculture, Commerce and Industries and the tuna companies legally established in the territory under Panamanian jurisdiction.

Article 11) The Special Inspector and Assistant Inspector that are needed are employees of the National Government and will see that each and all of the dispositions contained in the present decree are complied with and will denounce all violations connected by these boats to the Chief of the Section of Mines and Fisheries, to whom corresponds the raising of all information



for the corresponding sanction which will be imposed by the Ministry of Agriculture, Commerce and Industries.

Article 2) The violations of this decree will be sanctioned by fines of from $500.00 to $3,000.00 according to the gravity of the fault committed, and guilty boats will be compelled to return to the sea all sardine that they may have in the holds of the boats and of the mother boat.

Article 13) The boats that obtain fishing patent in accordance with the stipulations of this decree are subject to the regulations that in the future may be dictated by the executive power.

Article 14) This decree cancels decrees No. 408 of April 27, 1946, No. 6 of Jan. 13, 1949, No. 108 of Jan. 18, 1950 and No. 150 of April 27, 1951 and will be in effect from its sanction.

Communicated and Published

Given in the city of Panama on the 27th day of October 1951.

(Signed) Alcibiades Arosemena
The Minister of Agriculture, Commerce and Industries
(Signed) David Samudio A.

It Is Our Sincerest Wish . . .

—that our many friends and customers will find the coming holidays full of good cheer —and that the year 1952 will prove a happy and a prosperous one.

Cutri Insurance Agency

1016 FIRST NATIONAL BLDG. 5TH AT BROADWAY

SAN DIEGO

Since 1925

John Hancock Mutual Life Insurance Company of Boston, Massachusetts

PHONE M-0174

IN BRINE

(*Continued from page 19*)

are being considered for canned tuna in brine. Otherwise, there will be produced another glut in the tuna market which will cause exactly the same amount of injury to the United States tuna industry as would the relaxation of the tariff on either of the other tuna classifications or as did result from the change in tariff classification of canned tuna in oil.

What is needed is to bring the tariff on canned tuna in oil, canned tuna in brine, and frozen tuna all into line with each other so that there is no particular advantage to an importer in sending in his tuna here in any one of these forms.

UNTIL this equitable treatment is accomplished, the United States tuna industry will be in danger of its life. When these accomplishments are all completed, in all three commodity classes, then the tuna industry will not be, by any means, in a completely protected position but it will be in a position where it can reasonably compete with foreign producers of tuna in the United States tuna market and that is the primary purpose of the tariff laws of the United States.

FISH OR . . .

(*Continued from page 21*)

"The small copepods are being studied from separate hauls which have thus far been taken only at pattern II stations. They include a large array of microcalanids, and among the cyclopoids especially, the genera *Oithona, Oncea,* and *Corycaeus.*" The preceding quotation is doubtlessly accurate, but its meaning to the practical fisherman and plant manager is absolutely nil. There is no sound reason for excluding commercial fisheries men from the knowledge gained by persons who are being paid by the taxpayer. What group of people more needs to understand the principles of the California sardine resources than the fishermen and plant managers?

RECENTLY, the San Diego newspapers reported that there is a movement afoot for a College of Fisheries for the Southern California area, possibly to be sponsored by the University of California. It is doubtful if a practical program of sufficiently high scholastic standards could be developed to meet the University of California graduation requirements without overlapping the services provided by Scripps

Institute of Oceanography. All this appears to be a ruse to provide a haven for unemployed fishery biologists who would direct, instruct, and organize a program which would conform to the static trends of the present exponents of the theory that biology can cure all the fishermen's ills and the sicknesses of his industry.

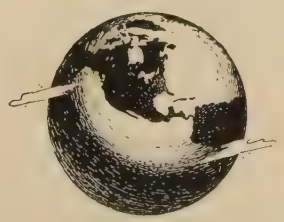
IT is of interest to read the program of research now proposed by a fishery biologist director of one of the boat owners associations. The proposals are anything but novel or original. Among the first on the list is the technological problem of the "green" tuna; so now a fishery biologist undertakes the work of a food technologist! This may not be very serious, but the serious part is that this same fishery biologist also was believed instrumental in influencing members of the industry advisory committee of the Pacific Oceanic Fishery Investigation to completely suspend all technological operations, one of which was the study of "green" tuna. This took place less than two short years ago! What kind of a leap frog game are these fishery biologists playing? Another of the proposals is a problem of keeping bait alive by circulating air in the bait wells and using the refrigeration coils in the bait wells to keep the water temperature constant. Thus, bait caught off Southern California could be hauled as far south as the equator without tea temperature increases affecting it. This operation was successfully carried on by the fisheries division of the Bureau of Science in the Philippine Islands about 1930. Also, in 1938 the superintendent of the Westgate Sea Products Company used his vacuum cleaner and a very small bait box and kept nine scoops of sardines alive for eighteen days, they released them into the bay still alive. The President of the Westgate Sea Products spent some $2000.00 attempting to demonstrate that it was feasible to do this aboard a fishing vessel. No follow up on this experiment was sought. The last anyone heard of this proposal it was "to be investigated further" by one of the California research institutions.

Our proposed tariff is now being protested by the Latin-American countries. With bait permit fees continually rising they doubtlessly will be prohibitive if the tariff on raw fish passes. It is now time to apply this known experiment of carrying bait from our waters through the temperate zones to the south, where sea temperatures are as much as 35° higher.

Bait cultivation in Mission Bay or South San Diego Bay is the third proposal. This long range program presented as unique for Southern California in 1951 was suggested for this area in 1933 by the former advisor on Nat-

IT'S SMART TO SAVE AT SAN DIEGO FEDERAL

THE WORLD'S MOST MODERN



SAVINGS AND LOAN ASSOCIATION

Assets in Excess of $30,000,000

Current Rate 3% Per Annum

Sixth Avenue at A

Main 5101

ROY HEGG,
PRESIDENT

ural Resources to the President of the Philippines. This advisor is now the director of the Natural History Museum in San Diego. His development of bait and fish pond culture in the Philippines proved to be one of the main sources of food for the guerilla fighters and the general population after the Japanese had demolished ninety-five percent of the Philippine fishing craft. This individual had considerable experience with Oriental marine industry problems as they affected the Philippine economy. No one in the tuna industry has ever sought out this man nor asked for his advice to promote a well balanced research program. Incidentally, it is noteworthy to mention that though there are many cultures and languages among the population of the Philippine Islands the very technical information of how to develop and cultivate a bait pond was simplified and successfully disseminated among all the islands of this group.

Whatever type and character of a research program bought by the tuna fishermen, plant manager and men of the allied interests is entirely up to them. Whether they get their money's worth is also entirely up to them. With millions of dollars in taxes and per ton assessments made available to the directors of these commissions, it is time every single individual became aware of what is proposed and what plans are made to make the resulting information useable and useful to him. If the information is neither useable nor useful it is high time steps were taken to stop the waste.

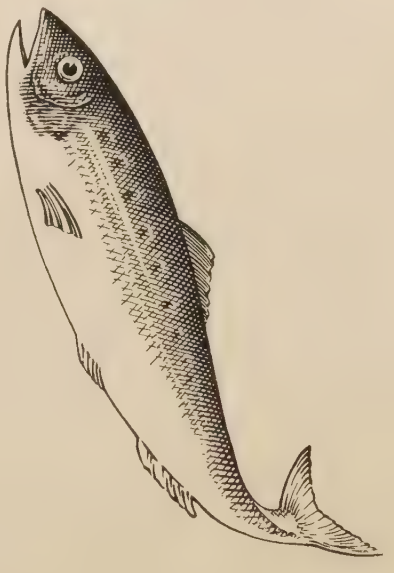
GOOD industry research is a function of investigating all the forces and effects that enter into a product or process in order to develop new techniques and principles that can be used to increase the economy and the effectiveness of the industry in its relation to the local community as well as to the nation. Product research and process research are the most important phases of any research program. Pure research is a secondary technical aspect.

In the tuna industry today and in the past this secondary aspect of pure research is the only one which has been explored by the fishery biologist. A program of research must be instigated and adopted that will utilize all known technically improved methods which could be applied to the present fishing and processing techniques and will seek for others. The industry must muster its forces if it is to remain solvent.

Fishermen and plant managers must be willing to accept the premise that cooperation and consideration are paramount in all business relationships whether the going is rough or smooth. The wrangling between fishermen, between plant managers, and between plant managers and fishermen must cease. Coordination and proper placement of personnel are contributing factors to improving this "eye-sore" of the industry.

In order to set up the foundation of a research program which would meet the industry's needs the board of directors should be composed of ten men as follows:

A Master Tuna Fisherman.
A Cannery Manager.
A Shipyard Superintendent.
A Naval Architect.
A Fishery Food Technologist.
An Electronic Engineer.
An Oceanographer.
The Executive Secretary of a Fishermen's and Cannery Workers Union.
An Educator.
A Banker.



EACH man should have had years of experience in his chosen field of work. Well qualified men for such a board and who are familiar with the tuna industry can be found in the San Pedro, Long Beach and San Diego area.

These men can be found, they are here; but who is going to break the old ties with the omnipotent biologist? Are there those who are brave enough to sever these bonds? Too often when such a break is considered fear enters the picture. When the possibility of offending the Fish and Wildlife Service and other government organizations becomes known, many of those with faint heart desert their convictions. Why should this be? Whose government is it? If its projects do not meet the needs of its people, these projects should be abolished or changed.

Only if some group of determined men within the industry or closely allied to it, initiates the organization of this advisory board will it be possible to begin an accurate analysis of the weaknesses of the canning processes and fishing techniques.

Any product or method runs its course of usefulness; when this time comes it is necessary to find new products or methods in order to survive. Improvements can be made even in many of the fundamental methods. Visualize for a moment the crew of a bait boat fishing five two-pole rigs in a good biting school. One rig loses its squid hook because the leader broke just below or above one of the four connecting eyes. Believe it or not, by the time the two men who are handling that rig have come back into standing position after falling onto the capping, fetching around for a new leader and squid hook, securing it, and putting it into the water each fisherman aboard has lost $2.80 and the vessel has lost approximately $36.00; a very conservative estimate. Other industries such as aircraft, telephone, radio, and general construction long ago stopped bending wire around itself. In making eyes in leader wire as the fishermen do they lose thirty-five percent of its tensile strength.

Insulators other than wood and cork are available today. Simply by utilizing them at the unloading hatches of the wells and bait boxes and installing four valves and two unions with twelve more feet of refrigeration coil per well it would be possible to eliminate the loss of the fish at these "hot spots."

Canneries for years have been having men place fifty to sixty pound cooked tunas onto cleaning tables and the women then break these into quarters prior to the cleaning process. It does not require much imagination to visualize how the women's over all efficiency drops after a few hours of this muscle tiring toil; to say nothing of the good tuna which goes down the chute to the fertilizer trough.

Pre-cooking processes have not changed two degrees in temperature or a pound in pressure for the past forty years. Surely, there is another way to precook tuna which will better preserve the natural oil and flavor.

There are simple methods of preventing scorching during the final retorting which could be more widely used. Many of the nerve jangling noises which reduce the efficiency of labor could be lessened by the use of "sound shields."

KNOW-HOW management is the keynote of the world famous American mass production system. In-service training is a basic fundamental of develop-

ing such managerial personnel. Only through continuous training to improve the overall efficiency of the complete body of personnel, from the top down, will the employees be able to adjust to the present state of economy in the tuna industry; an economy of greater supply than demand. Learning from experience is not enough; the experience must be a good experience or bad techniques and methods will be learned. Many manufacturers have training sections to promote their product. It is often worthwhile to send supervisors, their assistants or boat engineers and their assistants to learn the most efficient use of the machinery already installed or to determine if new machinery is economically worth while. Sales staffs have worked in a sellers market so long they have forgotten the meaning of real competition. The salesmen must be "retrained" if need be, as to how the tuna is caught and processed so they can present an authoritative picture of their product.

It has been asked: "Will Technology Let Americans Compete?" with the foreign producers. To date no one apparently has tried what using really modern methods and equipment and cutting operating expenses could do. To compete does not mean the selling price must necessarily be at the same level as that imported, although the per ton price will probably have to be reduced below what it is now. But to compete does mean that the American fishermen must deliver to the canners fish that is in better condition for packing and for greater yield than that from abroad.

What is involved in cutting operating expenses and delivering a better product? The Southern California area has one of the highest rates of marine insurance in the United States. Many factors are involved in the cause; the correction of which would lower most other costs of operation as well. Improvement in ship maintenance will reduce the causes of fire and will also lower repair costs. More training in seamanship and navigation, as well as a more thorough knowledge of Maritime Law also will have a two pronged purpose in reducing accidents and the costs involved.

ON many vessels food waste is terrific, both from a poorly planned inventory taken aboard and from the poorly planned and prepared meals during the cruise.

One advantage of pole fishing is that the fish is brought aboard in a better, fresher condition than by any other method. This advantage should be made to bear fruit. Bear in mind that a tuna begins to deteriorate from bacterial action in less than fifteen minutes after it is caught.

These quite simple problems might be called the "austerity" program of the tuna industry. Each one could afford a comparatively small economy. Together the economy would grow and *grow*.

There are more advanced problems upon which investigation should be begun and presently known facts should be applied to the industry.

While one research organization in California is experimenting with the electrical stimulation of fish in a small 12′ x 2′ x 1′ tank, the Germans have a trawler fully rigged with the electrical fishing device, and are carrying on successful experiments off the coast of Iceland on the herring. The following quotation which is over a year old is from the Market News Service, November 21, *1950*:

"In mid-October the inventors of the German electrical fishing device completed the installation of a full scale, experimental model of the device on their boat, the former mine sweeper R-96. The long delay in completing this installation was caused by certain modifications to the machinery and to the long period required by the manufacturer to make these modifications. The inventors state that they will begin to make field-strength measurements shortly and then will go to sea for actual fishing test if the machinery will lay down the desired field strength, an October 17 American consular dispatch from Bremerhaven states."

THIS boat has been making its field experiments and *this year* the inventors have let it be known that it is available for charter. Such a charter to test its feasibility for tuna would likely be much more economical in time and

(*Continued on next page*)

DIESEL ENGINE
SPARE PARTS

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MERRY CHRISTMAS
AND A PROSPEROUS NEW YEAR

CALIFORNIA TUNA CANNING CO.
EARL M. NIELSEN, President
SAN DIEGO CALIFORNIA

EMERGENCY SERVICE STATION
TOWING ROAD SERVICE
SABOL'S
Complete Automotive Service
T-4861
3231 University Ave. San Diego, Calif.

OUR PLANT
IN YOUR NEIGHBORHOOD
REYNARD WAY
CLEANERS — DYERS
Pick-Up Delivery
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For the Finest Marine Service Found Anywhere

FAST because — the best and most modern facilities are standard with our company. All jobs, large or small, are completed rapidly with the use of such modern equipment. Yet finished work always represents the very best.

EFFICIENT because — we know your problems and how best to solve them. This ability to solve your marine repair problems with complete satisfaction is the reason an ever-increasing number of boat owners used this marine repair service exclusively.

DEPENDABLE because — experience, plus the use of the finest tools and materials available always assures you of a finished job of lasting satisfaction. Completion of the first work will quickly convince you of the dependability of repairs by this yard.

Two 1000-Ton Marine Railways
To Serve You

Long Beach
MARINE REPAIR CO.

L.B. 6-6433 TE 4-1214
1409 W. 7th St. Long Beach, Calif.

money than outfitting such a test vessel here. Will the Japanese be the first to charter this boat using borrowed American dollars approved by the fishery biologist, Special Assistant to the Secretary of State?

The science of hydraulics has produced a number of novel applications which could be employed in the outfitting of a tuna boat. Hydraulic drive for auxiliaries is already in use. A main propulsion hydraulic motor driven by a series of small diesel engines is quite feasible. The potentialities are easily visualized; routine maintenance can be accomplished while underway, one engine failure does not mean castastrophe (four left), ease in handling while on a school of fish, are only a few of its advantages. As for the main propulsion motor failing, the chances are remote because of simplicity of design. These larger hydraulic motors are built in England and have been thoroughly tested and proven in the marine field.

Further study of electronic and sound equipment should be made. The present use of the sounding device has proven that it would be worth while to delve deeper.

These few suggestions are intended only to be thought provoking and indicative of the many other things which could be done if a practical research program were organized, planned and financed. Once begun ideas for projects will be even more plentiful.

Various business surveys made over the past twenty-five years indicate that any industry or company that *does not invest* at least two percent of its net sales into research *has failed* because its product and methods have run their course of usefulness. This multi-million dollar Southern California tuna industry must not fail!

Financing a practical research program can best be done within the industry so that its *forward progress will not drift from the right channel.* Because of the financial benefits they will procure it seems expedient for the closely allied industries and unions to make contributions according to their net participation.

A tariff on imports will benefit the industry; but probably not on a permanent basis, and it will solve less than one-fourth of the problems. A quota on imports would help more, but it is unlikely if one will be set. One thing for certain is that we cannot keep the Japanese off the seas, but we can improve our fishing technology and give the Japanese a terrific battle at their own game and in the end, win. In order to win, the only really sound angle is to engage in a practical program of research.

TUNA GIANT

(Continued from page 22)

newspapers throughout the country about the men from their own communities who were serving the Coast Guard in San Diego. He also directed war bond drives among Coast Guard personnel, and it was in that capacity that he first became acquainted with Earl Nielsen, known throughout the tuna industry as a gent with plenty of savvy and a reputation for producing a quality pack. At that time "Mr. Quality" was in charge at High Seas, which sponsored a page of advertising in the Point Loma *Light*, a tabloid publication started by Franklin Swan after Holliday had pointed out the possibilities for such a publication, as well as in the *Union*, *Tribune* and the now defunct *Journal*.

Hap, a convincing advocate when it came to obtaining support for the bond campaigns, asked Nielsen to turn over space in these newspapers to advertise the securities. Nielsen agreed. That began an association which continues today.

When the war ended in 1945, Holliday, sold on the advantages of San Diego as a home town, went into partnership in a marine sales and service business on the Point. There, he serviced High Seas trucks and installations and became better acquainted with Nielsen.

AWARE of Holliday's skill with words and camera, Nielsen called on him frequently for suggestions in connection with various public relations problems, and when Hap finally sold out his share of the filling station offered a job as port captain at High Seas.

Hap accepted and began the climb up that well-known ladder. He later was named fleet manager and public relations director at High Seas.

It was about this time, too, that he became acquainted with Bart Hind, at that time co-owner of a Sutter Street Grocery. Hind, noting the absence on the local air waves of any program specially designed for fishermen, decided to sponsor a show called "The Voice of the Fisherman" to fill the void. Van Riter wrote the show, and Holliday lined up talent and put it on the air with Hind.

The show is still going on the air each week, and Hap still takes over the mike whenever business commitments allow him to do so. He has a casual, unaffected manner that comes well from a loudspeaker.

When Nielsen and W. L. Robinson, the production genius who is now executive vice president of CalTuna, left High Seas for CalTuna, Hap went along as advertising manager and assistant

sales manager. This past month the word "assistant" was dropped, and he took over the full sales duties.

It's no small job in these days of high inventories and the threat of Jap-packed tuna in brine, which is making inroads that augur more foul weather ahead for local canneries. To gain first-hand knowledge of this and other sales problems, Hap took to the hinterlands, calling on hundreds of grocers, brokers, and consumers. He asked thousands of questions and got answers that were used in the current CalTuna introductory advertising campaign which is being handled through San Diego's Armstrong-Schramm Agency.

NOT one to close his eyes to potential danger spots, Hap reported after that recent 16-state trip that tuna in brine would be an increasingly strong contender for the favor of the American housewife unless action is taken to equalize competitive cost factors. This, admittedly, is a tough problem.

Married for the past 13 years to the former Virginia Moeller of Los Angeles, Holliday is the father of two alert youngsters, Chris, 3, and Johnny, 12. He's vice-president of the Point Loma Kiwanis Club, which meets weekly at Harold Green's Marlin Inn resort-hotel, and a leader in the Point Loma Businessmen's Association.

Hap, too, is one of the first to admit that he's done well in San Diego and in the tuna industry. His skills and background and enthusiasm are beginning to bring rewards.

How much higher he'll go on that ladder rests with the stocky, dark-haired executive. Name: Hap Holliday.

"MOLLY PITCHER"

(*Continued from page 23*)

the necessary signatures? What professional, in point of fact, would have even started such a campaign without money, offices, typewriters, paper, envelopes—without anything except the idea and the all-consuming ambition to help the fleet in any way possible?

In the view of local public relations experts it was the extremely personal approach of the letters—in which the wife of a fisherman explained what had happened to her own family because of the import flood—that brought sensational results later recorded. There seems little doubt that these letters were effective in gaining much of the support needed by those who went to Washington on the matter.

Scrounging became second nature for some of the ladies, who approached fleet suppliers and downtown merchants for assistance. From these sources came funds for necessary paper, postage and the like. Headquarters were established on Rosecrans Boulevard.

The letters and petitions poured out. They went to friends from Korea to the East Coast, to nationally-known writers

CUNNINGHAM
AIR WHISTLES
for most effective
SIGNALING!
CHOOSE ONE OF 16 SIZES
A WHISTLE FOR EVERY APPLICATION
Available from Factory or Your Supply House
CUNNINGHAM MFG. CO.
4200 WEST MARGINAL WAY
SEATTLE 6, WASH.
SEND FOR FREE CATALOG

Season Greetings
from the
SAN DIEGO CLUB
to our many members
who are part of
San Diego's famous Fishing Industry
1250 Sixth Ave. SAN DIEGO, CALIF.

and to such personages as Herbert Hoover, President Truman, Rep. Joseph Martin, House minority leader, Mrs. Eleanor Roosevelt, all Congressmen with special attention to the members of the House Ways and Means Committee.

CONTACT was established with lodges and fraternal groups throughout the nation through San Diego friends or organizations linked with the out-of-state groups. Petitions were sent with many of the letters, and the recipients were urged to have their own organizations pass resolutions and write letters of support to their own Congressmen. Hundreds of them did as the campaign snowballed into Pacific and Atlantic ports and then exploded into other sections of the country.

To dramatize the crisis in the fleet, the San Diego women helped organize the September protest parade on San Diego Harbor, and Mrs. Rogers drew on her Portuguese background for inspiration in costuming a group of young lovelies who circulated petitions at the various fiestas and community celebrations in the area.

Word of the committee's activities spread along the coast through newspapers and radio stations. The United Press, largest newsgathering agency, carried stories that were printed in hundreds of newspapers. Radio stations were provided with special coverage. As a result, requests came to Mrs. Rogers for assistance in forming similar committees in other cities.

Mrs. Rogers went to San Pedro where Mrs. Andrew Xitco, long prominent in the fishing community, agreed to head up a committee there. In Long Beach, Mrs. Robert M. Austin and Mrs. Russell Farnell took over the responsibility. At Balboa-Newport Mrs. Karl McDougall took the lead, and the Harbor City unit was organized under leadership of Mrs. Robert C. Carpenter.

In San Pedro, the women were among the leaders in a plan to picket a ship carrying foreign-caught frozen tuna. The vessel, it was reported later, unloaded at another port without risking the wrath of the San Pedro group.

During the weeks since the House of Representatives passed the temporary tariff measure the women have written additional thousands of letters seeking nationwide support. Like the pioneer women who, on the long trek from the East back in the mid-nineteenth century, these women are battling alongside their men for their right to a fair shake.

It looks as though they may win. The answer rests with the Senate.

In Tijuana It's

Oscar's Havana Club

For the

"Raciest Floor Show"

IN OLD MEXICO!

129 MAIN STREET PHONE 535

Let BARONOV'S be Your Santa Claus this Christmas

Give *Jewelry Gifts* that last

Depend upon BARANOV's for the best values in styles in Diamonds, Watches, Jewelry, Silverware, Home Appliances.

TERMS if desired!

"The Jewelry Store that Confidence Built"

BARANOV'S *Jewelers*

FIFTH AVENUE AT BDWY.

2911 UNIVERSITY AVENUE

. . . and NATIONAL CITY

Mac says:

When you need stationery, cards, reprints of your ad, announcements, invitations, or any kind of printing, in a hurry and reasonable . . . .

Just Whistle

John T. "Mac" McInnis

PRINTING and PUBLISHING

PHONE ORANGE 707

127 SOUTH OLIVE ST. ORANGE, CALIFORNIA

SELL TUNA!

(*Continued from page 25*)

From what I have learned of the tuna industry and its merchandising practices, there is a tendency, especially among some smaller canners, to seek to move their product by underselling rather than through advertising.

That such a practice is ruinous to any industry there can be no doubt. The first to fail in such a contest is usually the merchant who undercuts until he sells himself out at a loss.

Any firm big enough to be in business is big enough to advertise. I have heard it said by leaders in the industry, that if every canner would spend a cent a can on advertising as the big canners do, the overall effect upon the industry would be tremendous.

GRANTED that the small canner cannot compete with the national advertising of big operatives, but there are markets in America, particularly in the middle west, where they could build up their own brand names through judicious advertising and compete very favorably with nationally advertised brands.

It takes a wide margin of difference in price before an American housewife will take an un-advertised product over an advertised brand — and even then. most shoppers will view with suspicion the unknown label that is offered for less. (*Continued on next page*)

A. E. CODINA

WISHING YOU BEST FOR CHRISTMAS

Specializing in Boat Painting

H 6-9605

P.O. BOX 1328 SAN DIEGO

AMERICAN AWNING & TENT COMPANY

1105 INDIA STREET, SAN DIEGO 1, CALIF.

"Everything in Canvas"

J. E. MEYER F-9-0550

WHOLESALE — RETAIL

"Deal with Dean"

Dean Motors, Inc.

Dealers in Fine Automobiles

UNION and "A" STREET

SAN DIEGO 1, CALIFORNIA

Al Dean Phone Main 6114

"PACKED WITH THE WIGGLE IN ITS TAIL"

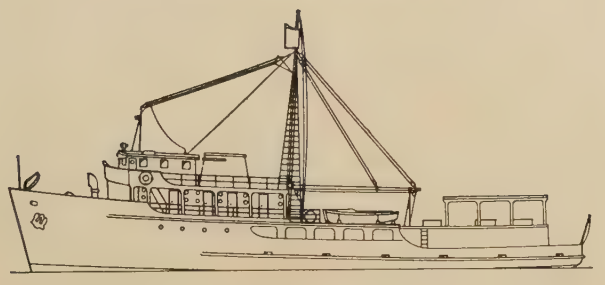
SINCE 1868

Producers • Packers • Distributors

Canned • Fresh • Frozen • Seafoods

NEW ENGLAND FISH CO., SEATTLE, WASH.

SERVICING REPAIRING



- New and enlarged repair facilities.
- TEXACO Marine Fueling Station.
- Marine Railway.
- HOWE Ice Machines.

Harbor Boat & Yacht Co.

5060 HARBOR DR. PHONE B-3133

SAN DIEGO, CALIF.

The Story of Tuna Is the Story of Van Camp

National advertising of Chicken of the Sea and White Star brand tuna through the medium of television, widens the market and increases the need for more fish from the ever expanding tuna fleet.

The far sighted policy of Van Camp's is reflected by the research and development of new products, from which the tuna fleet delivers to its canneries.

Van Camp Sea Food Co., Inc.

Foot of Crosby St.

SAN DIEGO, CALIF.

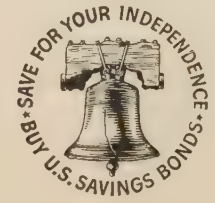
There is no more reason for jealousy and cutthroat competition among canners than there should be among fishermen. The sea is wide and there are fish enough for every boat. By the same token, America is large and with people consuming less than a pound and a half of tuna per year, there is plenty of leeway for all canneries to make good profits.

So far as I have been able to learn there has never been a successful coordination of all tuna advertising. As an outsider who aspires to be part of your industry, I'd like to propose a meeting of all advertising managers and ad agency people in the business. Out of such a convention should come ideas and a spirit of cooperation that will stretch the tuna advertising dollar and help the industry get more value out of the money now being appropriated.

I FIRMLY believe that a coordinated effort by all canners would lead to vastly increased sales during the coming years. Without neglecting brands and labels, tuna ads can be made to sell more new customers if each ad contains the following information:

1. Tuna is America's Best Buy in a High Protein Food. 2. Tuna Rounds Out the Weekly Diet Supplying Minerals, Vitamins and Trace Elements Fresh from the Sea. 3. Tuna is America's Most Versatile Food, Easy-to-Prepare in Umpteen Delectable Ways (with a recipe per ad to back it up.)

There is nothing wrong with the tuna industry that more effective advertising, promotion and publicity won't remedy. You have the most wonderful product in America today, but the housewives must be *told* about tuna's merits before they can be *sold*.



That Salty Salt

WESTERN SALT CO.

Plant
South End of
San Diego Bay

Office
1245 National Ave.

SAN DIEGO
CALIFORNIA

Christmas Greetings

. . . to our many good friends in the fishing industry, and may the New Year be a prosperous and a happy one for you and yours. Also, our warm thanks for the privilege of serving you during the past year.

The CARLSON Co.

Complete Line of Galley Ranges
Service for All Oil Ranges
1760 Kettner San Diego

M. E. SIMAS
BOAT BROKER
INSURANCE
1261 Rosecrans
Pt. Loma Ph. B 2-1252

BOAT FUMIGATING
Rid Your Boats of
RATS, ROACHES, WEEVILS, BED BUGS
— Before Every Trip —
PROMPT SERVICE — PHONE J6500
SAN DIEGO EXTERMINATING CO.
3645 INDIA ST. SAN DIEGO, CALIF.

SAVE 25%
On Mexican Bait Licences
Write or Phone to . . .
NAVIERA y COMERCIAL
SHIP BROKER
P.O. Box 119 Phone 126
ENSENADA, BAJA, CALIF., MEXICO

Yes! We Have the Old Know-How!
- Welding
- Metal Spraying
- Refrigeration
- General Boat Repairing

William Kairot
FOOT OF CROSBY ST.
SAN DIEGO — MAIN 9448

Henry Langhorst
Cafe
Seafood Restaurant
and
Cocktail Lounge
FOOT OF HAWTHORNE
Phone Main 9566
SAN DIEGO, CALIF.

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COMPLETE CUSTOMS CLEARANCE
Shreve & Hays
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At Your Service
Bill Solof
shop for *MEN*
Grant Hotel F-2832 4th Avenue
PETE NEWBURG
BILL SOLOF
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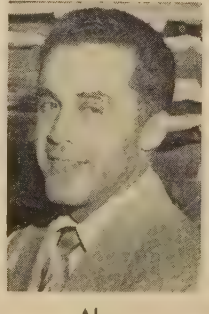

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Sales and Service
Distributed by
NUTTALL-STYRIS CO.

"FRIENDLY FLORIST SERVICE"
Point Loma Florists
1053 Rosecrans Bayview 8156
SAN DIEGO. CALIFORNIA
Members Floral Telegraph Delivery Service

For profitable real estate
INVESTMENTS
A. A. STADTMILLER REALTY CO.
1569 Sixth Avenue Phone M 6161 San Diego, Calif.

A. B. KNOWLES & CO., Inc.
MARINE INSURANCE UNDERWRITERS
Hull — Cargo — Inland Marine — War Risks

United States Managing General Agents

UTAH HOME FIRE INSURANCE COMPANY
San Diego Representative
CUTRI INSURANCE AGENCY—First National Bank Bldg., San Diego, California

PACIFIC COAST MANAGING GENERAL AGENTS
RELIANCE INSURANCE COMPANY OF PHILADELPHIA
San Diego Representative
M. E. SIMAS—1261 Rosecrans Avenue, San Diego, Calif.

ASK YOUR BROKER OR AGENT TO CONTACT US

LOS ANGELES
707 So. Hill St.
Telephone: Tucker 7116

SAN FRANCISCO
114 Sansome Street
Telephone: Exbrook 2-8124

SEATTLE
264 Colman Bldg.
Telephone: Eliot 1794

FOR HAPPY HOLIDAY
Meetings and Meals

Bayview 8316
2720 Midway Drive
SAN DIEGO CALIFORNIA

"Pete" Rask *"Bud" Rask*

Builders-Designers
of Fine Commercial and Pleasure Craft
Since 1923

Complete Marine Service

• *Marine Diesels* • *Marine Gas Engines*

Rask Boatbuilding Company

Reconversions • **Repairing** •

1511 MARINE WAY
CORONADO, CALIFORNIA
Henley 3-8322 — Henley 3-9859

• **Building** • **Remodeling**

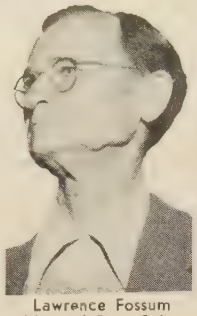
Serving the

Charles (Doc) Harmon
Gen. Manager

Fishing Fleet for More Than 20 Years

At Your Service

OPEN 24 HOURS A DAY



Lawrence Fossum
Mgr. of Boat Sales

FAST PRESCRIPTION SERVICE

FIRST AID SUPPLIES

FERRIS & FERRIS

U. S. POST OFFICE SUBSTATION
605 Fifth Ave.—F-1263

CHECKS CASHED
SAN DIEGO

CIA. MARITIMA,

INDUSTRIAL y MERCANTIL, S.A.

Productos de Pesca, Enlatados
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PLANTA EMPACADORA ESTABLECIDA EN BAHIA TORTUGAS, BAJA CALIFORNIA; TRANSPORTE DE PASAJEROS Y CARGA ENTRE LOS PRINCIPALES PUERTOS DEL LITORAL DEL PACIFICO.

Contando para ello con el buque motor nacional "Ensenada II," adquirido en EE. UU. AA., con capacidad para 400 toneladas.

Distribuidores para la Republica Mexicana, de los productos de

PESQUERA DEL PACIFICO

S. DE R. L.
ENSENADA, BAJA CALIFORNIA, MEXICO

SHIP'S PROVISIONERS
SINCE 1910

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Retailers - Wholesalers of

- Quality Meats
- Fruits & Vegetables
- Domestic Food
- Liquor & Beverages

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De Falco's

MARKET CO.
1703 India at Date

F 7382

SAN DIEGO, CALIF.

FOR PROMPT ATTENTION

SALES · PARTS
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CATERPILLAR
MARINE DIESEL ENGINES

WOOD FREEMAN
METAL MARINE PILOT

HALLETT
DIESEL ENGINES

BENDIX depth RECORDER

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HALLETT
AIR-COOLED DIESEL POWER

RCA RADIOMARINE
Radiotelephone
AND
Radio Direction Finder

Universal
100% MARINE MOTORS

SHEPHERD

DIESEL MARINE
2031 BELT STREET - SAN DIEGO
Phone FRanklin 99471

BOAT SALES

BOAT BROKERS: List your boat sales each month on this page. No charge to you—listing is a service to our readers.

The following are boat sales reported by brokers in the Southern California area.

Anchorage, Ltd., 5104 Harbor Drive, San Diego, Cal. 36' Twin-speed sport boat—"Palama aKi II." Purchased by Dr. Charles Brass of Solano Beach from Frank Donahoe, of Santa Monica, Calif.

28' sport boat "Calvalier." Purchased by Bernard Johnston of El Centro, from Dave Delano and Don Seider of San Diego, Calif.

24' boat—"Nancy Ellen." Purchased by William Whitson, of San Diego, from Paul Burton, also of San Diego, Calif.

24' cabin cruiser "Lo Bo." Purchased by Henry Moore of National City, Calif., from R. A. Fechter, of San Diego, Calif.

34' Elco cruiser. Purchased by Don Dunhany, of National City, Calif., from O. C. Parsons, also of National City.

32' Marlin trawler "Rebel." Purchased by A. D. Clark, La Mesa, Calif., from Herbert Panchot, of Point Loma, Calif.

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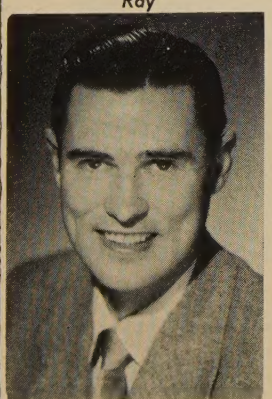

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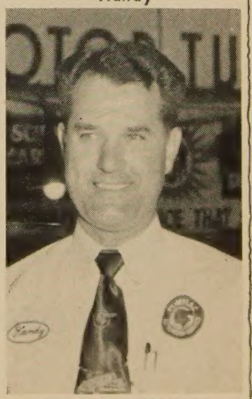

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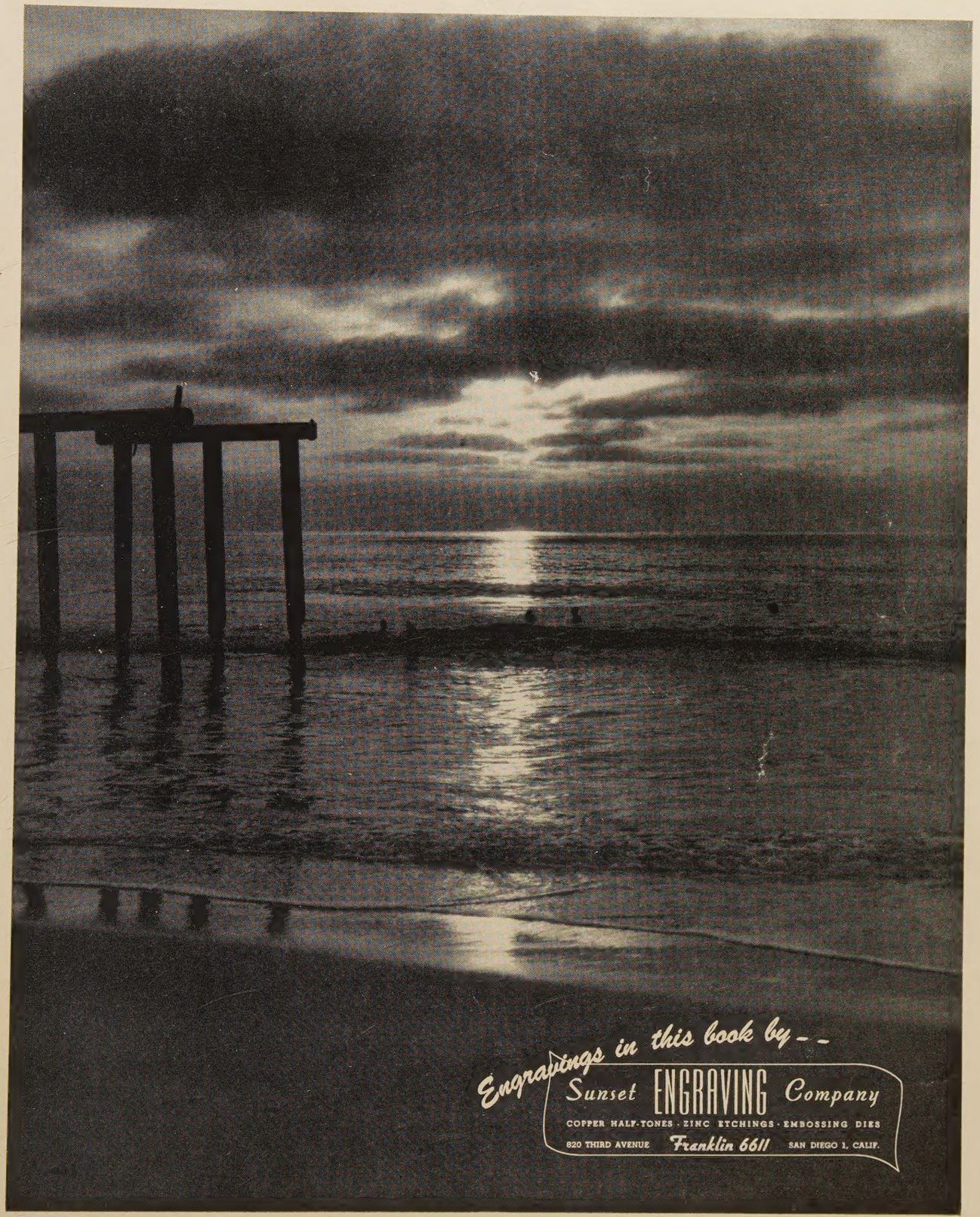
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